



M E M O R A N D U M

TO: Mayor and City Council

FROM: Ed Van Eenoo, Deputy Chief Financial Officer *EW*

DATE: February 26, 2018

SUBJECT: Recommended Historic Preservation Fund Allocation

The purpose of this memo is to provide Council with staff's recommendation on the usage of unappropriated Historic Preservation funds.

Background

Chapter 351.101 of the Texas Tax Code details allowable uses of Hotel Occupancy Tax revenue. Sections relevant to the funding of historic preservation are provided below:

Sec. 351.101. USE OF TAX REVENUE.

- (a) Revenue from the municipal hotel occupancy tax may be used only to promote tourism and the convention and hotel industry, and that use is limited to the following:
 - (5) 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:
 - (A) at or in the immediate vicinity of convention center facilities or visitor information centers; or
 - (B) located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates;
- (b) Revenue derived from the tax authorized by this chapter shall be expended in a manner directly enhancing and promoting tourism and the convention and hotel industry as permitted by Subsection (a). That revenue may not be used for the general revenue purposes or general governmental operations of a municipality.

In adopting the FY 2018 Budget, Council created a Historic Preservation Fund (HPF) and allocated \$6,950,000 in Hotel Motel Occupancy Tax revenue for historic preservation. Council appropriated \$500,000 of these funds to offset eligible General Fund operating expenditures in the Parks & Recreation Department (PARD). The City Manager was directed through a budget rider to bring back to Council a spending plan for the remaining \$6,450,000 of unappropriated funds in the HPF. The budget rider specified that \$2 million from the HPF be used “for allowable operations and maintenance expenditures at City of Austin historic facilities and sites” and that the remaining funding shall be expended “on allowable historic restoration and preservation projects or activities, in accordance with Texas Tax Code Chapter 351.101(a).”

Also during budget adoption, Council indicated that it was supportive of a change in the Heritage Grant program and set an expectation that staff work with the historic preservation community to implement the Visitor Impact Task Force’s (VITF) recommendations. Specifically, the VITF recommended that administration of the Historic Preservation and Heritage Grant program transfer “from the Austin Convention and Visitors Bureau (ACVB or Visit Austin) to a non-profit (e.g. Austin Community Foundation) or City department with an advisory board that make the decisions on the grants.” The VITF further recommended that the City “continue to allocate \$1.5 million to a Historic Preservation and Heritage Grant Program.” An interdepartmental working group is currently evaluating possible changes to the Heritage Grants Program and final recommendations are anticipated to be brought forward to Council in June.

Council provided further direction on the usage of the HPF in Resolution 20170928-056 directing the City Manager to negotiate acquisition of the property upon which the Montopolis Negro School sits and “use Chapter 351 Hotel Occupancy Tax funds, or other lawfully available funds, to complete this purchase, if it can be completed.”

Development of Recommendation

Immediately following Council’s adoption of the FY 2018 budget, staff began working to implement Council’s budget direction on the uses of the HPF. City Code was updated to reflect council’s reallocation of the City’s hotel occupancy tax fund; a working group was established to develop changes to the Heritage Grant program; and an inter-departmental team began the process of identifying expenditures, new and existing, that fit within the legal parameters defined within the Tax Code.

In November, the Budget Office asked departments to identify any existing operating expenses that met the eligibility requirements outlined in state law for the use of HOT funds and which could be offset by the HPF. Departments were likewise directed to submit any new operating programs or capital projects that could potentially be funded through the HPF. Once eligibility was reviewed by the Law Department, projects were placed in a prioritized list for funding consideration. Projects were evaluated based on how soon they could start (shovel-readiness), geographic distribution of projects throughout the City, and department-assigned level of importance. Departments assigned a higher priority for this year’s funding to projects that were ready to start to ensure the community would receive

maximum impact from the funding. Departments also took steps to achieve geographic equity so that funding was not localized in one area resulting in an imbalance of resource commitment. This was more difficult given that the majority of facilities that meet eligibility requirements are in close proximity to the Convention Center.

Staff’s work culminated in a list of 28 projects (see attachment) totaling \$13.0 million in requested funding from six departments.

Summary of Recommendation

The table below summarizes staff’s recommended allocation of the Historic Preservation Fund for Fiscal Year 2017-18. There are 15 department projects recommended at a total cost of \$5.3 million. The recommendation also includes two Council-initiated items: the purchase of the property on Montopolis Drive and funding of the Heritage Grants Program. Per a February 1, 2018, memo to Council, the Office of Real Estate continues to work on the acquisition of 500 Montopolis Drive and anticipates coming to Council in May with a Request for Council Action. Given the sensitivity of real estate negotiations, an estimate of the cost has not been provided. In regards to the Heritage Grants Program, funding is assumed to continue at current levels with an additional \$250,000 needed for the second half of Fiscal Year 2017-18. Funding recommendations are shown in the table below.

Project	Department	Amount
Oakwood Chapel Supplemental Funding	Parks and Rec.	\$ 250,000
O. Henry Museum at Brush Square Restoration	Parks and Rec.	\$ 750,000
Oakwood Cemetery Gate Restoration and Fencing	Parks and Rec.	\$ 475,000
Zilker Clubhouse (Design Phase)	Parks and Rec.	\$ 450,000
Fiesta Gardens (Design Phase)	Parks and Rec.	\$ 450,000
Elisabet Ney Mechanical System Improvements	Parks and Rec.	\$ 100,000
Seaholm Intake Building Rehabilitation (Phase I)	Parks and Rec.	\$ 600,000
Heritage Grant Program (Management)	Planning	\$ 107,603
Citywide Historic Building Scan (Phase I)	Planning	\$ 227,556
Detailed Historic Building Survey (North Central Austin)	Planning	\$ 477,249
Digital Services for Austin History Center Collections	Library	\$ 115,000
Austin History Center Facility Improvements	Library	\$ 469,883
Downtown Wayfinding	Transportation	\$ 321,700
Six Square Wayfinding and Marketing	Economic Dev.	\$ 300,000
Red River Cultural District Wayfinding	Economic Dev.	\$ 200,000
Heritage Grant Program (Grants)	n.a.	\$ 250,000
500 Montopolis Drive	n.a.	Unknown
Total		\$5,543,991

Not Included in the Recommendation

The Council budget rider directed staff to identify \$2 million from the HPF to be used “for allowable operations and maintenance expenditures at City of Austin historic facilities and sites.” As mentioned previously, in adopting the budget the Council appropriated \$500,000 to offset eligible operating expenditures in PARD. After a lengthy review, departments were

unable to identify any other existing operating expenses that were eligible, within the parameters defined in state law, to be offset by the HPF. It should be noted that \$704,805 of the staff funding recommendation is related to new operating expenditures in the Planning and Zoning department for the implementation of a historic building scan and survey.

Council also gave direction in the form of a budget rider to address flood damage and Americans with Disabilities Act (ADA) requirements at the Umlauf Sculpture Garden and Museum. Upon review, it was determined that HOT funding for these projects would not meet expenditure provisions allowed by law. While the Umlauf Sculpture Gardens and Museum is a tourist attraction, the only historic components of the site, the Charles and Angelina House and Charles Umlauf Studio, are not the subjects of proposed improvements or repairs and are not currently open to the public. However, PARD was able to make improvements to damaged areas of the site with the assistance of FEMA funding. Should the historic portions of this facility become open to the public, improvements to these facilities would be appropriate to fund from the HPF.

Next Steps

Staff will launch a budget amendment for Council’s consideration on the March 22, 2018 agenda. The amendment will appropriate funding within the HPF for the projects approved by Council. Additional amendments may be necessary later in the year upon completion of the work being done by the Office of Real Estate and the Heritage Grants working group.

xc: Spencer Cronk, City Manager
Assistant City Managers
Elaine Hart, Chief Financial Officer

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Oakwood Cemetery Chapel Rehabilitation Supplemental Funding	Parks and Recreation	\$ 250,000	\$ 1,662,249	Oakwood Cemetery is the city's oldest municipal cemetery. It is in close proximity to the Texas Capitol, Bob Bullock Texas State History Museum, Blanton Art Museum, and the UT campus. Recommended by Travel Channel, Trip Advisor, Texas Highways among many other tourism and travel-related websites. Further, the Oakwood Cemetery hosts numerous visitor and conference tours and has the following historic designations: National Register of Historic Places, Historic Texas Cemetery, and the City of Austin Historic Landmark.	Construction already underway	1
O. Henry Museum at Brush Square Supplemental Funding for Full Restoration	Parks and Recreation	\$ 750,000	\$ 940,000	Of the more than 8,500 visitors, nearly 70% are non-residents. The O. Henry Museum and the Brush Square Museums are marketed in Visit Austin guide. O. Henry Museum has historic designation on the National Register of Historic Places and is a City of Austin Historic Landmark.	Design and Phase I underway	9
Elisabet Ney Mechanical System Design	Parks and Recreation	\$ 100,000	\$ 100,000	Of the more than 22,810 visitors in 2016, out-of-town visitors comprise 43% based on sign-in logs, visitor sampling, and questionnaires. In the last 15-month period, records indicate that visitors came from 162 distinct zip codes outside of the Austin area, including 18 countries. Staff reports that 50% of advance-booked site tours are from out of town visitors. The Ney Museum has the following historic designations: City of Austin Historic Landmark, Recorded Texas Historic Landmark, State Antiquities Landmark, and National Register of Historic Places.	Within 45 days of spending plan finalization	9
Zilker Clubhouse Design Phase	Parks and Recreation	\$ 450,000	TBD	The 1934 historic clubhouse hosts innumerable events throughout the year that bring visitors to the city for events such as weddings, family gatherings, and corporate trainings and events. The Zilker Clubhouse has a historic designation on the National Register of Historic Places.	Within 45 days of spending plan finalization	8
Fiesta Gardens Design Phase	Parks and Recreation	\$ 450,000	TBD	Fiesta Gardens hosts events that draw out of town visitors including family friendly festivals, weddings, and family gatherings. Examples of festivals at Fiesta Gardens that host greater than 1,000 attendees include the Dragon Boat Festival, Texas Craft Brewers Festival, Texas Veg Fest, Austin Celtic Festival, Hot Sauce Festival, Austin Pride Festival, SXSW Music Festival, Dia de los Muertos Music Festival, and Ice Cream Festival. The Fiesta Garden is in the process of being nominated to the National Register of Historic Places.	Within 45 days of spending plan finalization	3
Oakwood Cemetery and Annex Historic Gate Restoration and Fencing Improvements	Parks and Recreation	\$ 475,000	\$ 475,000	Oakwood Cemetery is the city's oldest municipal cemetery. It is in close proximity to the Texas Capitol, Bob Bullock Texas State History Museum, Blanton Art Museum, and the UT campus. Recommended by Travel Channel, Trip Advisor, Texas Highways among many other tourism and travel-related websites. Further, the Oakwood Cemetery hosts numerous visitor and conference tours and has the following historic designations: National Register of Historic Places, Historic Texas Cemetery, and the City of Austin Historic Landmark.	Within 45 days of spending plan finalization	1

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Seaholm Intake Building Rehabilitation Phase I	Parks and Recreation	\$ 600,000	\$ 600,000	<p>Upon completion, the historic Seaholm Intake Building will become a premier destination and hub for out of town visitors and convention delegates with food concessions and programming. The building is located at the southern end of the Seaholm District, along the north shore of Lady Bird Lake and along the Town Lake Hike and Bike Trail. The Seaholm Intake Building has a historic designation on the National Register of Historic Places.</p> <p>The Seaholm Intake Facility will require extensive renovations. The focus of the Phase I rehabilitation is to provide the necessary upgrades to make the building habitable, such as exterior cleaning, interior safety and ADA accessibility improvements. This will allow for rejuvenation and activation of the space in the short-term, while PARD works with nonprofit partners to garner full funding.</p>	Within 45 days of spending plan finalization	9
Downs Field Grandstands Restoration and Associated Improvements	Parks and Recreation	\$ 550,000	\$ 550,000	The baseball field and grandstands are a major historic athletic attraction for its role as the home for Negro League baseball. Today, Downs Field is promoted as a destination for Austin visitors, as evidenced in a recent Texas Monthly ad sponsored by Visit Austin. Further, the site hosts arts and cultural events such as "Play Ball" a Forklift Danceworks production. Six Square and HTU have also hosted events at the site. Downs Field is a Recorded Texas Historic Landmark.	Within 45 days of spending plan finalization	1
Barton Springs Bathhouse Rehabilitation	Parks and Recreation	\$ 1,500,000	\$ 6,000,000	Barton Springs is one of the top tourist sites in Austin. Featured as #5 on Trip Advisor. More than 80,000 out-of-town visitors were documented through point-of-sale data in 2016. PARD is currently developing tracking systems to better track visitation by out-of-town visitors at all PARD tourist and event sites. The Barton Springs Bathhouse has the following historic designations: State Antiquities Landmark, National Register of Historic Places, and City of Austin Historic Landmark.	Design for the Barton Springs Bathhouse has been initiated. Construction projected to start in FY20	8
Seaholm Intake Building Rehabilitation Phase II	Parks and Recreation	\$ 2,325,000	TBD	Upon completion, the historic Seaholm Intake Building will become a premier destination and hub for out of town visitors and convention delegates with food concessions and programming. The building is located at the southern end of the Seaholm District, along the north shore of Lady Bird Lake and along the Town Lake Hike and Bike Trail. The Seaholm Intake Building has a historic designation on the National Register of Historic Places.	FY19	9

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Norwood Historic Estate Restoration	Parks and Recreation	\$ 750,000	\$6M-\$7M	PARD is supporting efforts of the Norwood Park Conservancy. The project includes rehabilitation of 1,800 sq. ft historic house, terracing, restored gardens and new accessory structures to support operations as a historic civic and visitor asset. Upon completion of restoration the Norwood House will become a premier destination and event facility. Overlooking downtown and Lady Bird Lake, the historic estate is along Riverside Drive, a major entry corridor from ABIA and I-35. The Norwood House is a City of Austin Historic Landmark.	Design is underway; construction drawings are expected to be finalized in 2018. The project will include private funding and will likely not begin before FY 2020-21 at the earliest.	8
Elisabet Ney Mechanical System Replacement, Climate Control Improvements and New Mechanical Room	Parks and Recreation	\$ 1,250,000	\$ 1,250,000	Of the more than 22,810 visitors in 2016, out-of-town visitors comprise 43% based on sign-in logs, visitor sampling, and questionnaires. In the last 15-month period, records indicate that visitors came from 162 distinct zip codes outside of the Austin area, including 18 countries. Staff reports that 50% of advance-booked site tours are from out of town visitors. The Ney Museum has the following historic designations: City of Austin Historic Landmark, Recorded Texas Historic Landmark, State Antiquities Landmark, and National Register of Historic Places.	FY19	9
PARD TOTAL		\$ 9,450,000				
Heritage Grant Program Management (includes Feasibility Study for Historic Properties Rehabilitation Program)	Planning and Zoning	\$107,603	\$232,632 annually	Since 2011, the Heritage Grant program has distributed \$1.3 million to fund restoration and preservation projects at historic buildings and sites that draw tourists. A historic properties rehabilitation program would be administered through the Heritage Grant Program to support façade improvements and historic rehabilitations near the Convention Center, hotels, and tourist attractions, with a focus on the Congress and 6th Street historic districts. A feasibility study is the first step to establish a strong rehabilitation program. Amount requested includes funding consultant services for both grant program restructuring and feasibility study.	March 2018	All

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Citywide Historic Building Scan (Phase I)	Planning and Zoning	\$227,556	\$455,112	The historic resource scan will identify tourist-friendly historic sites near convention locations and tourist attractions around the city. It will expand information on local historic assets and maximize tourist and convention visitor activity around existing points of interest. Historic Landmark Commission Recommendation 20171023-4F.1 supports a citywide historic resource survey. Funding request includes 6.0 temporary Planner positions for a one-time intensive project phased over 2 years, with a partial allocation in FY18 and the remainder in FY19.	March 2018	All
Detailed Historic Building Survey – North Central Austin	Planning and Zoning	\$477,249	\$505,503 annually, if ongoing	An in-depth survey of North Central Austin will identify tourist-friendly historic sites that are located in areas frequented by tourists and convention delegates. Background stories will be collected that can be used to market the sites and areas through means such as websites, blog posts, newspaper articles, and walking tours. This area was prioritized for survey by the East Austin Historic Resources Survey, which Council adopted in 2016. Historic Landmark Commission Recommendation 20171023-4F.1 supports historic resource surveys across the city. This funding request includes a budget for hiring a consultant and a temporary project coordinator. The survey would be completed in FY18. If additional surveys are proposed for FY19 or beyond, permanent staff might be required.	March 2018	4, 9
Community Heritage Events & Local Historic District Designation - East Austin	Planning and Zoning	\$96,341	\$189,537 for the proposed project; \$228,867 annually if ongoing	Research into community heritage will result in two interpretive events that will be free, open to the public, and advertised widely to tourists and convention visitors. The events will be held during conventions and coordinated with the Convention Center. The project also will produce educational materials about historic preservation that will be provided to tourists and convention visitors in collaboration with Visit Austin. Finally, the project will create two local historic districts in areas with identified historic significance, preserving buildings and neighborhoods that are located in the immediate vicinity to Convention Center or that are in areas reasonably likely to be visited by tourists. Historic Landmark Commission Recommendation 20171023-4F.1 supports additional resources for local historic district designation. This would be a strong project to implement in other tourist-friendly areas. Discrete portions could be completed in FY18. Funding includes salaries and benefits for 2.0 Planner positions.	March 2018	1, 3

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Austin History Speaker Series	Planning and Zoning	\$30,816	\$56,372 annually, if ongoing	Many visitors to Austin enjoy learning about the city's history. This public speaker series will tie historical and community stories to the historic sites and areas where they occurred via on-site talks. This will deepen visitors' knowledge of and attachment to Austin and encourage them to visit well-known historic sites and areas, as well as those off the beaten path. The series will be marketed through Visit Austin and area hotels, as well as organizational partners; and blog posts and newspaper articles will feature highlights from the talks for an audience of tourists and convention visitors. Events will be hosted in historic buildings and neighborhoods that are either in the immediate vicinity of the Convention Center or that are in areas reasonably likely to be visited by tourists and convention delegates. Funding request includes a budget for 0.5 temporary Public Information Specialist position. This would be a strong ongoing event series. If proposed to continue beyond FY18 permanent staff may be requested.	March 2018	All
PAZ TOTAL		\$ 939,565				
Development and Implementation of Digital Services for Austin History Center (AHC) Historic Collections	Austin Public Library	\$ 115,000	\$115,000 initially; Ongoing TBD	The resources of the AHC are used daily in supporting historic preservation projects across this city. As the official City of Austin archives, the architectural archive of Austin as established by the Austin chapter of the American Institute of Architects, and as the community archives, the AHC is a critical partner and resource on any and all historic preservation projects in Austin. Making more of these materials available via a networked environment would make these projects easier. For promoting tourism, making historic materials available freely over the Internet helps heritage tourists in researching and planning visits by providing additional information and context to the historic sites they wish to visit. Likewise, this will help the site managers of these historic sites by providing them with a rich resource of information they can more easily use in promoting their sites. If funded, APL plans to coordinate with Visit Austin and other appropriate entities to market the History Center to tourists and convention delegates.	March 2018	All

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Austin History Center Interior and Exterior Improvements	Austin Public Library	\$ 469,883	\$ 1,066,075	The AHC building is a City of Austin Historic Landmark, a Registered Texas Historic Landmark, and is listed on the National Register of Historic Places. Its historic collections, research services, public exhibits and programs attracts over 45,000 visitors annually, with approximately 25% of those visitors from out of town. Additionally, the AHC is a featured site on the Visit Austin website under historic Austin. The AHC building will be undergoing renovations in the coming year, but the budgeted operating funds do not currently meet the existing maintenance and repair needs for this historically significant building. The requested HOT funds would go directly to portions of the project that would have a direct impact on the visitor experience at the AHC. This project is similar to PARD's Oakwood Cemetery project in that work performed will be mostly geared towards historic restoration. However, some improvements will help make the facility more usable by tourists.	July 2018	9
APL TOTAL		\$ 584,883				
Downtown Wayfinding Project	Austin Transportation	\$ 321,700	\$ 2,150,000	Downtown wayfinding project will install pedestrian and vehicle direction signs, maps and information kiosks, to locations within the downtown area. These destinations include many preserved historic sites and museums. The directions signs etc., for these historic locations and museum have been identified separately from the main project and are included for the historical preservation funding. Destinations include Texas State Capitol, Capitol Visitor Center, Governors Mansion, French Legation, German Free School, Bob Bullock Museum, Mexic-arte Museum, O. Henry Museum, Dickinson Museum, and the Blanton Museum. This project is anticipated to be bid early 2018, with implementation starting in late spring and completed within 12 months.	Late spring 2018	1, 5, 9
ATD TOTAL		\$ 321,700				

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Restoration of Eliza Spring	Watershed Protection	\$ 450,000	\$ 750,000	<p>The Eliza Amphitheater is over a century old and was originally built by Andrew Zilker (the namesake and benefactor of Zilker Park) as a gathering place for the Elks Club in 1903. Eliza Spring is the critical habitat for the endangered Barton Springs salamander. It's adjacent to a main trail within the park and the Zilker Zerphyr train; as such, hundreds of visitors pass by or stop and look into the amphitheater on a daily basis. Given the millions of visitors to Barton Springs, the crown jewel of Austin, this prominent site is in dire need of rehabilitation and a renewed educational focus on its historical significance.</p> <p>This project will include removal of the concrete bottom of the pool to enhance habitat as required by the US Fish and Wildlife Service permit to operate Barton Springs Pool. A significant component of the Eliza Spring project is the structural stability of the Eliza Spring Amphitheater, a historical structure that is currently in disrepair. The structure is listed on the National Register of Historic Places (NRHP), as a State Antiquities Landmark (SAL), and as part of the Barton Springs Archeological District.</p>	Construction in FY 2019-20	8
WPD TOTAL		\$ 450,000				
Marketing and Wayfinding for Six Square	EDD	\$ 300,000	\$ 300,000	<p>Six Square Miles of African American Heritage - Austin, capital of Texas and a major Hill Country city, came up with a way to bring its many historic African American heritage sites together under one project. It created a six square mile district in the central eastern segment of the city now known as the African American Cultural Heritage District. Funding would assist in the design, fabrication, and implementation of a cohesive tourism wayfinding and signage approach. This expenditure would further invest in the preservation of Austin's heritage. Signage and wayfinding would provide opportunities to bridge the connections (car, foot, and bicycle) and historical and cultural storyline of Austin's iconic music and cultural heritage.</p>	August 2018	1

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Comprehensive Red River Cultural District (RRCD) Tourism Wayfinding and Signage	EDD	\$ 200,000	\$ 200,000	<p>Funding would provide for the design, fabrication, and implementation of a cohesive tourism wayfinding and signage approach within the RRCD. This expenditure would further invest in the preservation of Austin’s heritage by providing opportunities to bridge the connections (car, foot, and bicycle) and historical and cultural storyline of Austin’s iconic music and cultural heritage.</p> <p>A comprehensive Tourism Wayfinding and Signage approach would: • Guide visitors to RRCD, a live music destination featuring 13 live music venues, offering access to local talent and national touring acts; • Provide visitors access to and education on historic sites; • Provide access to Austin’s culinary assets; • Provide access to three Austin hotels within the district, totaling 495 rooms; • Improve visibility of key historic and cultural assets and sites; • Provide direction and cohesion for the visitor to other assets within Downtown including the Convention Center and visitor center.</p>	August 2018	9
Red River Cultural District Advertising and Promotional Programs	EDD	\$ 70,000	\$ 70,000	<p>A targeted, robust and collaborative advertising and communications campaign would: • Increase visibility to the 13 live music venues and the programming they offer • Increase visibility to the historical assets and sites in RRCD • Provide outlets to national and regional marketing efforts for future visitors or travelers • Explore partnership that further the reach of visitors through home sharing networks, national touring acts, fan followings and regional/national music industry outlets • Provide programming that contributes to the visitor experience including: o Walking/Fan tours o Historic exhibitions of cultural and historic assets o Feature the past, present and future of RRCD with an emphasis on music and cultural history and historic sites</p>	August 2018	9
Comprehensive Sixth Street Historic Tourism Wayfinding and Signage	EDD	\$ 200,000	\$ 200,000	<p>An effective wayfinding program will drive tourism and convention visitors to and from these areas and thereby support the merchants within the district and hoteliers accommodating those visitor patrons. If possible, EDD will look to collaborate with any existing City-led contracting opportunity for the planning of downtown wayfinding.</p>	August 2018	9

Historic Preservation Fund Project Funding Requests for FY 2017-18: Eligible for HOT

Project Name	Department	HOT Funding	Total Cost Estimate	Justification	Anticipated Start Date	District
Historic Sixth Street District Advertising and Promotional Programs	EDD	\$ 70,000	\$ 70,000	A targeted, robust and collaborative advertising and communications campaign would: • Increase visibility to the local music talent performances; • Increase visibility to the historical assets and sites within Sixth Street District; • Provide outlets to national and regional marketing efforts for future visitors or travelers; • Explore partnership that further the reach of visitors through home sharing networks, national touring acts, fan followings and regional/national music industry outlets; • Provide programming that contributes to the visitor experience including walking tours, historic exhibitions of cultural and historic assets, and feature the past, present and future of Sixth Street with historic sites	August 2018	9
Comprehensive East 12 th Street District Tourism Wayfinding and Signage	EDD	\$ 300,000	\$ 300,000	Funding would be used in the design, fabrication, and implementation of a cohesive tourism wayfinding and signage approach within the East 12 th Street District. This expenditure would further invest in the preservation of Austin’s history, music, and cultural heritage. Signage and wayfinding would provide opportunities to bridge the connections (car, foot, and bicycle) and historical and cultural storyline of Austin’s iconic music and cultural heritage.	August 2018	1
East 12 th Street District Advertising and Promotional Programs	EDD	\$ 100,000	\$ 100,000	Funding would be used in the development and implementation of a robust advertising and communication campaign for the East 12 th Street District targeted towards the visitor or future traveler. The assets in the district provide an opportunity to curate. Souly Austin (EDD program) currently works with business districts throughout Austin. Souly Austin, the EDD Music and Cultural Arts Divisions expertise and funding for this expenditure provide an opportunity to bridge the connections between historical assets within various Austin district destinations that showcase Austin history, music and cultural heritage.	August 2018	1
EDD TOTAL		\$ 1,240,000				
CITYWIDE TOTAL		\$ 12,986,148				