

APPENDIX A.1

CITY OF AUSTIN, TEXAS Heritage Grant Program materials

Email Blasts

One week before survey launch

The City of Austin Heritage Tourism Division wants to hear from you! We are surveying residents to understand their needs, concerns, and priorities about the Heritage Grant Program.

The survey will be available on Feb. 22, 2021. There are three ways you can participate:

1. Online at <https://www.austintexas.gov/department/economic-development>
2. Request to receive a paper copy by mail
3. Pick up a paper copy from the Austin Public Library Central Library located at: 710 W César Chávez St, Austin, TX 78701

The deadline to participate is March 17, 2021!

To find out more about the Heritage Grant Program, visit us at: www.austintexas.gov/heritage-grants. Or for more information, contact Melissa Alvarado, Heritage Tourism Division Manager at melissa.alvarado@austintexas.gov or 512-974-7870.

THIS WOULD BE THE IDEAL PLACE TO USE VIDEO

(Hyperlink image)



About the City of Austin Economic Development Department

The City of Austin Economic Development Department supports business growth, creative industries, and local communities. These programs build an equitable, sustainable economy to improve the lives of all Austin residents. To learn more about helpful resources, visit www.austintexas.gov/edd or [like us on Facebook @AustinEconDev](#) and [follow @AustinEconDev on Twitter](#).

Day of survey launch

The City of Austin Heritage Tourism Division wants to hear from you! We are surveying residents to understand their needs, concerns, and priorities about the Heritage Grant Program.

The Heritage Grant Program endeavors to honor and preserve Austin as a place of personal heritage to promote tourism through the preservation of historic buildings, sites, or (contributing) districts. Grant projects must be at, or in the immediate vicinity of, convention center facilities, or located in areas frequented by tourists and convention delegates.

Our goal is to support an inclusive cultural and heritage tourism approach that tells the multilayered histories that formed Austin.

In order to learn about the needs, priorities, and concerns of potential interior grant applicants, as well as to identify barriers to participation in the program, McDoux Preservation LLC contacted a diverse group of stakeholders geographically distributed throughout the community in January 2021.

This information forms the basis for the community survey to determine the extent to which ideas and opinions expressed during the interviews are common throughout the larger community.

The survey is now available!
The deadline to participate is March 17, 2021.

There are three ways residents may participate:

- Online at <https://www.austintexas.gov/department/economic-development>
- Request to receive a paper copy by mail
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(hyperlink image)

About the Heritage Grant Program

The Heritage Tourism Division supports programs to attract tourists and convention delegates, which derive economic, business, and community benefits associated with honoring and preserving Austin as a place of personal heritage. The program is funded by hotel occupancy taxes, which must directly enhance and promote tourism and the convention and hotel industry. Nonprofit, government entities, and commercial properties that own or lease historic properties are eligible. Historic properties, for the purpose of this program, include properties that are designated historic landmarks: City of Austin Historic Landmark, Recorded Texas Historic Landmarks, State Antiquities Landmarks, listed in the National Register of Historic Places, or contributing buildings with a City of Austin historic district or a National Register district. Properties may also be determined eligible for designation and designated during the grant-funded project. Projects must be at, or in the immediate vicinity of, convention center facilities, or located in the areas that tourists would frequent.

Eligible Heritage Grant projects include:

- **Heritage Capital Projects:** Preservation, restoration, and rehabilitation of historic buildings, sites, or districts.
- **Site-Specific Heritage Tourism Projects:** Planning, educational, and marketing-related projects that enhance the understanding of significant historic places/events or provide new insight or new perspectives on well-documented places or events tied to a historic site.

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Deadline approaching

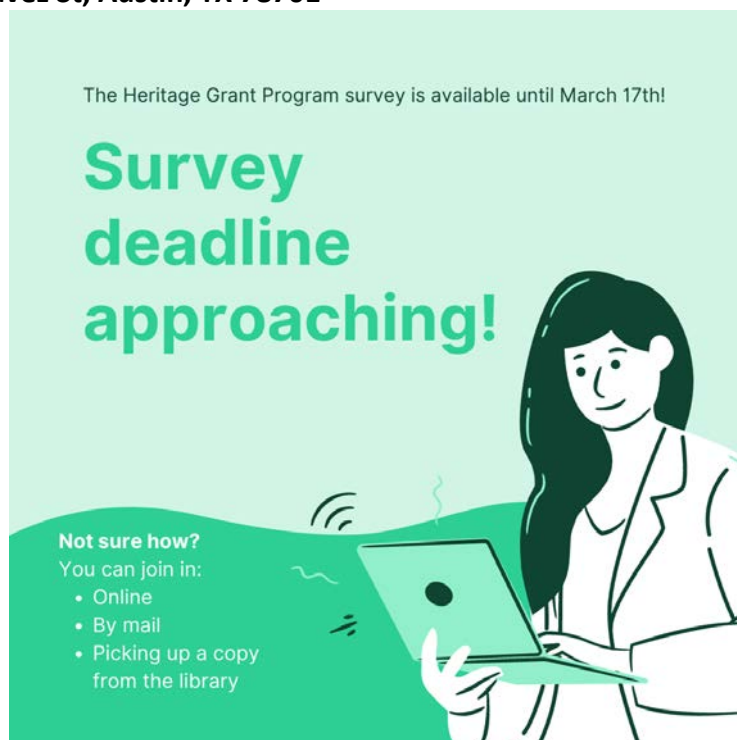
Time's almost up! The Heritage Grant Program survey closes March 17th!

Don't worry-there's still time to weigh in! The City of Austin Heritage Tourism Division is asking residents to tell us about their needs, concerns, and priorities regarding the Heritage Grant Program.

The survey deadline is March 17, 2021!

There are three ways you can participate:

1. Online at <https://www.austintexas.gov/department/economic-development>
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APPENDIX A.2

CITY OF AUSTIN, TEXAS

Heritage Grant Program materials

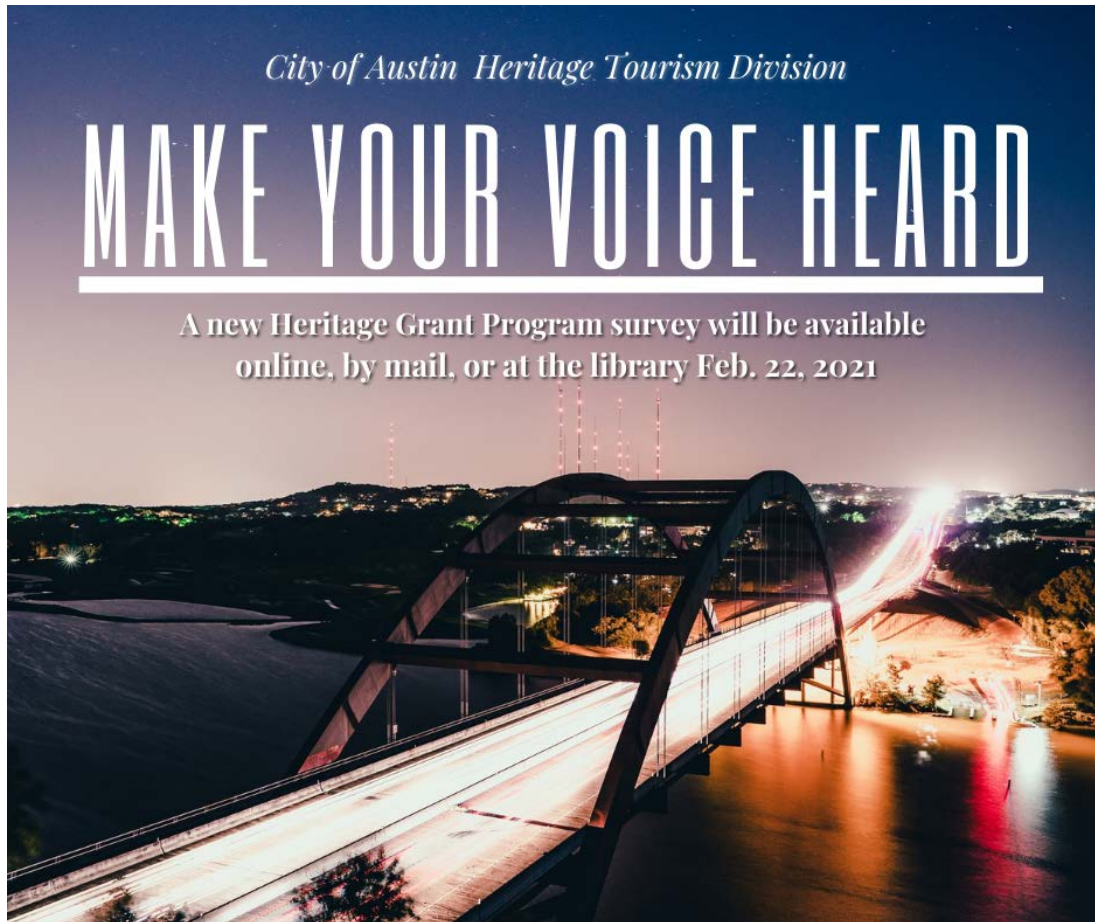
Social media posts

general recommendations-

- place link in the bio section of Instagram
- utilize stories on Instagram and Facebook
- varying times and days of the week can reach a larger group
- video tends to get more traction on social media- a 30 second video, even one recorded on a phone, explaining the main points will likely get the best response

One week before survey launch

Use IMG: CoAHGPsocial1wk.png



Facebook text to accompany image:

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The survey will be available on Feb. 22, 2021. There are three ways you can participate:

1. Online at <https://www.austintexas.gov/department/economic-development>
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#austintexas #austin #ATX

Twitter:

We will be surveying residents regarding their needs & concerns about our Heritage Grant Program.

Participate online- <https://bit.ly/3tOZ7xy>, by mail, or pick one up from the Public Library 02/22/21-03/17/21!

More info at <https://bit.ly/2NmaFqY>.

#austintexas #austin #ATX

Instagram text:

The City of Austin Heritage Tourism Division wants to hear from you! We are surveying residents to understand their needs, concerns, and priorities about the Heritage Grant Program.

The survey will be available on Feb. 22, 2021. There are three ways you can participate:

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The deadline to participate is March 17, 2021!

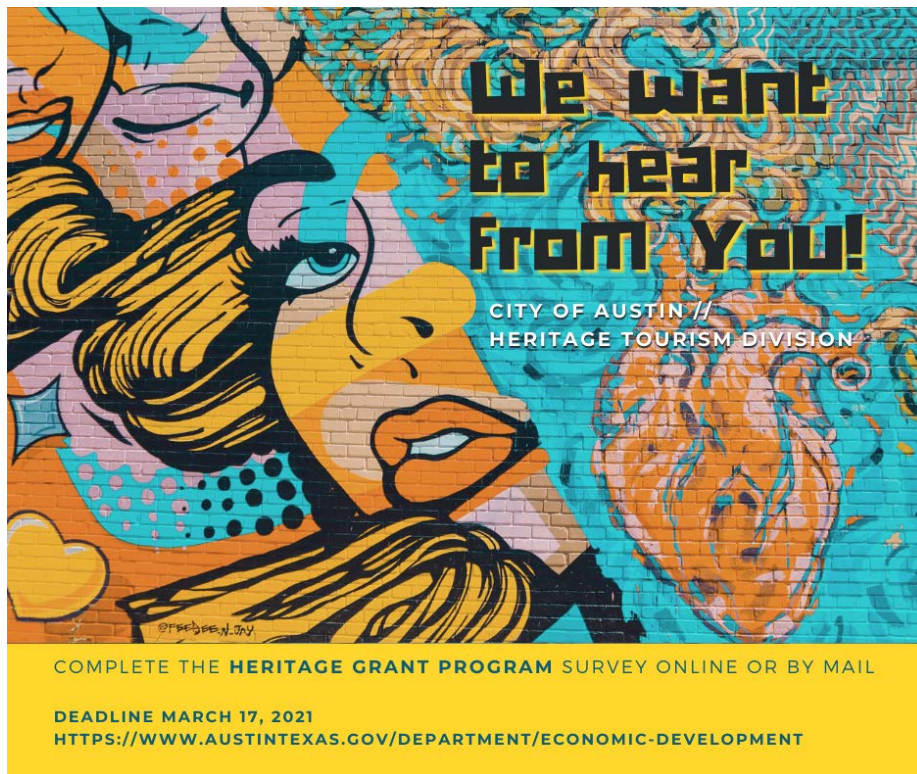
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Link in bio!

#austintexas #austin #ATX

Day of survey launch

IMG: CoAHGPsocialDO.png



Facebook text:

The City of Austin Heritage Tourism Division wants to hear from you! We are surveying residents to understand their needs, concerns, and priorities about the Heritage Grant Program.

Our survey is open today! There are three ways you can participate:

1. Online at <https://www.austintexas.gov/department/economic-development>
2. Request to receive a paper copy by mail
3. Pick up a paper copy from the Austin Public Library Central Library located at: 710 W César Chávez St, Austin, TX 78701

The deadline to participate is March 17, 2021!

To find out more about the Heritage Grant Program, visit us at: www.austintexas.gov/heritage-grants. Or for more information, contact Melissa Alvarado, Heritage Tourism Division Manager at melissa.alvarado@austintexas.gov or 512-974-7870.

#austintexas #austin #ATX

Twitter:

Our Heritage Grant Program survey is now available! We want to hear from you!

You can participate online- <https://www.austintexas.gov/department/economic-development>, by mail, or pick one up from the Public Library

The deadline is March 17, 2021.

#austintexas #austin #ATX

Instagram text:

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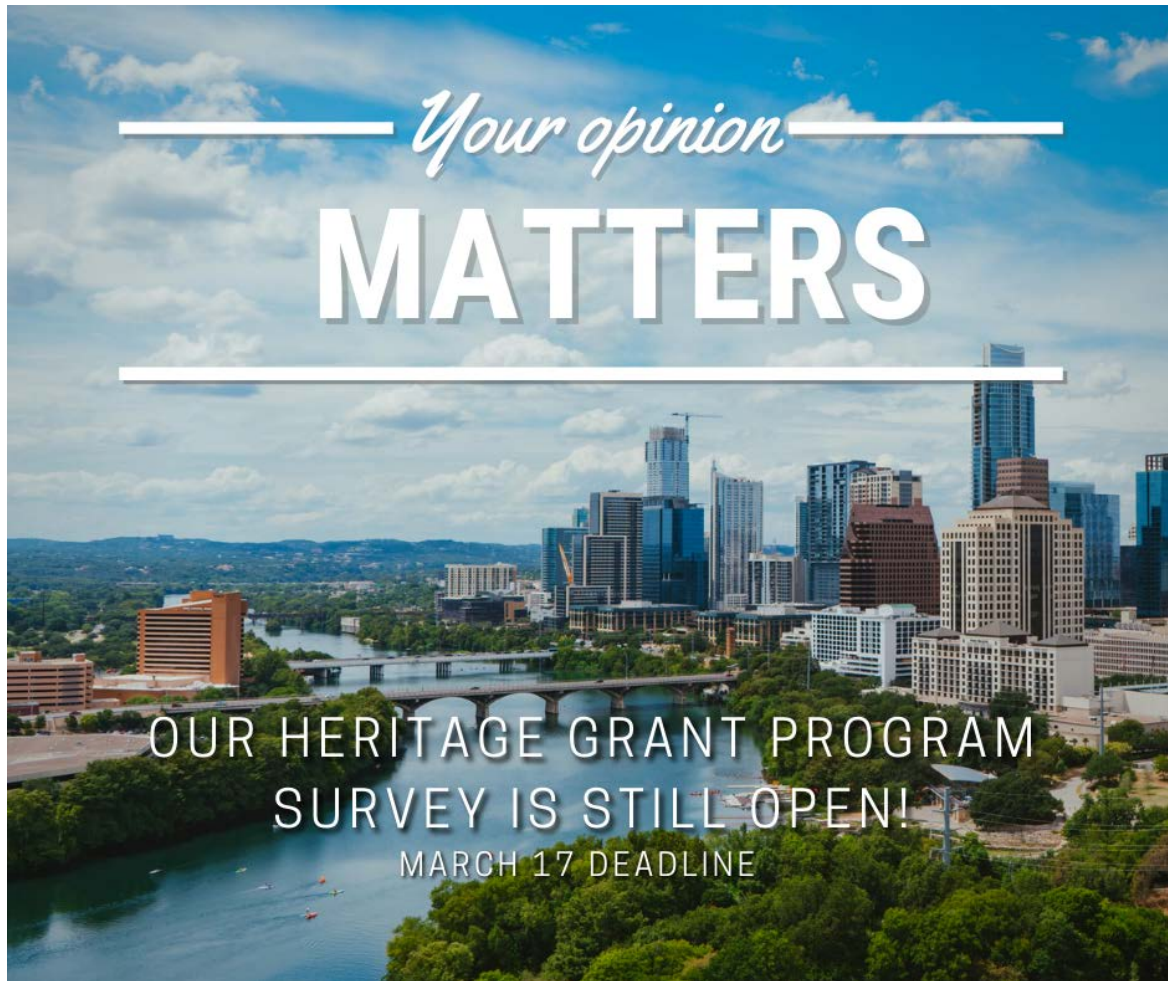
Link in bio!

#austintexas #austin #ATX

Second Monday

(Suggest posting around 11:30 am or 5 pm)

IMG: CoAHGPsocialSM.png



Facebook text:

There's still time to weigh in on the Heritage Grant Program Survey! The City of Austin Heritage Tourism Division is asking residents to tell us about their needs, concerns, and priorities regarding the Heritage Grant Program.

There's still time join in! There are three ways you can fill out the survey:

1. Online at <https://www.austintexas.gov/department/economic-development>
2. Request to receive a paper copy by mail
3. Pick up a paper copy from the Austin Public Library Central Library located at: 710 W César Chávez St, Austin, TX 78701

The deadline to participate is March 17, 2021!

To find out more about the Heritage Grant Program, visit us at: www.austintexas.gov/heritage-grants. Or for more information, contact Melissa Alvarado, Heritage Tourism Division Manager at melissa.alvarado@austintexas.gov or 512-974-7870.

#austintexas #austin #ATX

Twitter:

There is still time to take the Heritage Grant Program survey! We want to hear from you!

You can participate online- <https://www.austintexas.gov/department/economic-development>, by mail, or pick one up from the Public Library

March 17th deadline!

More HGP info at: www.austintexas.gov/heritage-grants

#austintexas #austin

Instagram text:

We want to hear what you think about Austin's Heritage Grant Program! There's still time to join in!

There are three ways you can participate:

1. Online at <https://www.austintexas.gov/department/economic-development>
2. Request to receive a paper copy by mail
3. Pick up a paper copy from the Austin Public Library Central Library located at: 710 W César Chávez St, Austin, TX 78701

The deadline to participate is March 17, 2021!

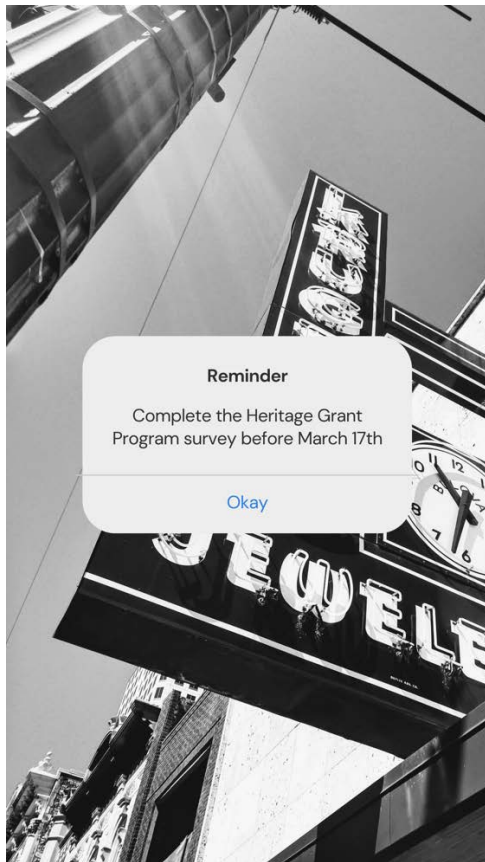
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#austintexas #austin #ATX

Just prior to deadline

(I would recommend posting on Saturday or Sunday for the last round of posts- the others all on weekdays and you might be missing an audience by not varying days and times)

Facebook IMG: CoAHGPsocialdeadline.png



Facebook text:

Time's almost up! The Heritage Grant Program survey closes March 17th!

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#austintexas #austin #ATX

Twitter/Instagram IMG: CoAHGPsocialdeadlineapproaching.png



Twitter:

Only a few days left to take the Heritage Grant Program survey! We want to hear from you!

You can participate online- <https://www.austintexas.gov/department/economic-development>, by mail, or pick one up from the Public Library

March 17th deadline!

More HGP info at: www.austintexas.gov/heritage-grants

#austintexas #austin

Instagram text:

The deadline is almost here! We want to hear what you think about Austin's Heritage Grant Program!

There are three ways you can participate:

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Link in bio!

#austintexas #austin #ATX

APPENDIX A.3

Press Release



CITY OF AUSTIN

FOR IMMEDIATE RELEASE

Release Date: Feb. 22, 2021

Contact: Veronica Samo [512-974-7636](tel:512-974-7636) [Email](#)

AUSTIN, TX – The City of Austin’s Heritage Tourism Division, part of the Economic Development Department, would like to announce a survey available to Austin’s residents. The Heritage Grant Program endeavors to honor and preserve Austin as a place of personal heritage to promote tourism through the preservation of historic buildings, sites, or (contributing) districts. Grant projects must be at, or in the immediate vicinity of, convention center facilities, or located in areas frequented by tourists and convention delegates. The Heritage Grant Program has, until now, only funded exterior work to historic buildings. The City has heard from the community that interior work is a vital part of building projects and recognizes that funding interior work within the program would enhance the usability, accessibility, and viability of Austin’s historic places. We are reaching out to members of the community who own, lease, or use historic buildings to learn about the needs, priorities, and concerns of potential users of the interiors grant funds.

Our goal is to support an inclusive cultural and heritage tourism approach that tells the multilayered histories that formed Austin. McDoux Preservation LLC interviewed a diverse group of stakeholders throughout the community in January 2021 for qualitative information about their need for interior repair work and barriers to participation in the program. This information was used as the basis for the community survey to determine the extent to which ideas and opinions expressed during the interviews are common throughout the larger community.

The survey will be available Feb. 22, 2021. There are three ways residents may participate:

- Online at <https://www.austintexas.gov/department/economic-development>
- Request to receive a paper copy by mail
- Pick up a paper copy from the Austin Public Library; check <https://library.austintexas.gov/locations> to find the location closest to you that’s open for curbside service

The deadline to participate is March 17, 2021.

About the Heritage Grant Program

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- **Heritage Capital Projects:** Preservation, restoration, and rehabilitation of historic buildings, sites, or districts.
- **Site-Specific Heritage Tourism Projects:** Planning, educational, and marketing-related projects that enhance the understanding of significant historic places/events or provide new insight or new perspectives on well-documented places or events tied to a historic site.

Complete program guidelines, eligibility requirements, and a link to the online application may be accessed at www.austintexas.gov/heritage-grants.

For more information, contact Melissa Alvarado, Heritage Tourism Division Manager at melissa.alvarado@austintexas.gov or 512-974-7870.

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