This document is an optional template. Each page in this document describes each section of the narrative questions in the Heritage Preservation Grant Application and provides a box to draft your answers. Whether using this template or another document, we encourage applicants to draft their answers separately and paste them into the Submittable form once completed.

Please note that the multiple-choice questions of the application are not included in this resource.

THIS FILLABLE TEMPLATE IS FOR MARKETING & EDUCATIONAL PROJECTS ONLY.

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## Section 4: Preservation Impact

**Describe the history, architecture, and cultural significance of the historic site. Provide a brief description of its construction, historic and current use, and social importance.** Limit 1000 characters

*Write your answer here …*

**Provide a (1) clear description of the preservation-related work contractors and subcontractors will perform and how the funds will be used. (2) Clearly describe how the proposed work is tied to project bids. (3) Indicate how the site’s history will be shared with tourists as part of the proposal.** Limit 1500 characters

*Write your answer here …*

## Section 4: Preservation Impact Continued

**Explain the threat, endangerment, or underrepresentation of the site’s history or collection. Explain how the project represents underrepresented stories or a diverse property and/or preservation issue.** Limit 1500 characters

*Write your answer here …*

**How does the project demonstrate a commitment to diversity of historically underserved and underrepresented communities through programming, marketing, administration, or other means?** Limit 1500 characters

*Write your answer here …*

## Section 5: Tourism Impact

**How will stories related to the site’s history be represented and marketed to draw tourists to Austin?** Limit 1500 characters

*Write your answer here …*

**Describe the marketing and advertising plan strategies to promote the historic site, project, and its history. Describe the methods to attract new and diverse audiences, tourists, and hotel and convention guests, of different backgrounds locally, regionally, and nationally to celebrate Austin’s complete history and heritage.** Limit 1500 characters

*Write your answer here …*

## Section 5: Tourism Impact Continued

**How will the success of the tourism marketing strategies be measured annually?** Limit 1500 characters

*Write your answer here …*

## Section 6: Accessibility Impact

**Describe any specialized accommodations and/or programming for individuals with disabilities that you intend to provide at your proposed activities and/or historic site.** Limit 1500 characters

*Write your answer here …*

## Section 7: Project Management, Budget, and Project Bids

**Describe the project management team. (1) Who will be the project manager responsible to plan, administer, implement and manage the project? (2) Cite the biography, relevant qualifications, website, and skills of the identified project manager and team (include staff, project partners, contractors, subcontractors, and vendors).** Limit 2000 characters

The preservation grant is project specific and does not support administrative fees or salaries beyond the optional Project Management allowance, if applicable.

*Write your answer here …*

**Describe similar projects the project manager and team (contractor, subcontractor, or vendors) have completed.** Limit 2000 characters

The preservation grant is project specific and does not support administrative fees or salaries beyond the optional Project Management allowance, if applicable.

*Write your answer here …*

## Section 8: Project Budget

**Project Budget Instructions:**

Please be advised that if you use this fillable template to complete your budget, copying and pasting your answers from this template into the budget table may result in issues. The budget table does not support rich text editing and formatting.

Click and expand the double-arrow button to complete the budget table below with the proposed preservation-related project and activities. Include a detailed description for each item. The estimated grant expense should coincide with project bids.

The budget total must not exceed the maximum award amount per project type.

The maximum award amount for Capital and Experiential Educational projects is up to $250,000.

The maximum award amount for Planning and Marketing projects is up to $30,000.

All expenses must cover project-funded activities that are promoted to visiting and potential tourists and convention delegates.

Single bids that assume all estimated project costs for outside contractors, subcontractors, and vendors will be considered incomplete or insufficient information.

If you do not plan to spend money in a specific category, leave it blank. Only enter numbers in the ‘Proposed Grant Amount’ Column.

A complete list of eligible and ineligible expenses can be found in the Heritage Preservation Grant Application Guide, Section 2.7 Eligible and Ineligible Activities and Expenses.

Your answer should address the following:

1. Project budget should coincide with the application narrative and the project bid proposals.
2. Project budget total should not exceed the maximum award amount per project type.

|  |  |  |
| --- | --- | --- |
| **Expense Category** (Interior restoration projects are ineligible) | **Proposed Grant Amount** | **Detailed Description of Proposed Expenses Based on Project Bids** (Large text box where a written description of expenses can be provided) |
| Exhibit Accessibility Equipment or Services |  |  |
| Historic Marker (marker application must be pre-approved by the Texas Historical Commission) |  |  |
| Equipment rentals for history-focused activities that benefit tourists (educational projects only) |  |  |
| Oral History Honoraria |  |  |
| Non-Expendable Property (educational projects only and not to exceed $2500) |  |  |
| Expendable Purchases (educational projects only and not to exceed $2500) |  |  |
| Permitting Fees |  |  |
| Tour Development |  |  |
| Vendor Goods, Services or Fees |  |  |
| Video / Photography Vendor |  |  |
| Translation of Tourism Marketing Materials (print or digital) |  |  |
| Tourism Marketing Asset Development (print or digital) **(Marketing Projects Only)** |  |  |
| Tourism Marketing and Advertising Budget (online, print, radio, advertising, etc.). A completed Tourism Marketing Placement Plan will be required with the Final Report, if awarded. Marketing budget not to exceed $30,000. |  |  |
| Other – please provide a detailed description |  |  |
| *Optional:* Project Management Allowance 10% of Award Amount Not to Exceed $20,000 **(Capital & Educational Projects Only)**. Curatorial fees are an eligible expense under this category. |  |  |
| *Optional:* Project Insurance Fee |  |  |
| **Grant Total** | **$5000** |  |