



CITY OF SAN ANTONIO
OFFICE OF HISTORIC PRESERVATION



CITY OF SAN ANTONIO
WORLD HERITAGE OFFICE



City Council B Session
Legacy Business Registry Program
Shanon Miller, OHP Director
World Heritage Area Legacy Business Grant Pilot Program
Colleen Swain, WHO Director
January 17, 2018



PURPOSE

Sustainable Legendary businesses

OBJECTIVE

Aims to sustain businesses that contribute to San Antonio's authenticity

DELIVERABLES

Registry and campaign





BACKGROUND

World Heritage Symposia

Living Heritage Symposium
September 2017





REGISTRY

Businesses must be 20 years or older and contribute to the history, culture, and authentic identity of San Antonio.

In return for acknowledgement as a Legacy Business, businesses will agree to perpetuate the business, its historic name and the historic service it provides.





BENEFITS

In addition to being listed online and in print and receiving a window decal, registered businesses will receive marketing and promotion opportunities.





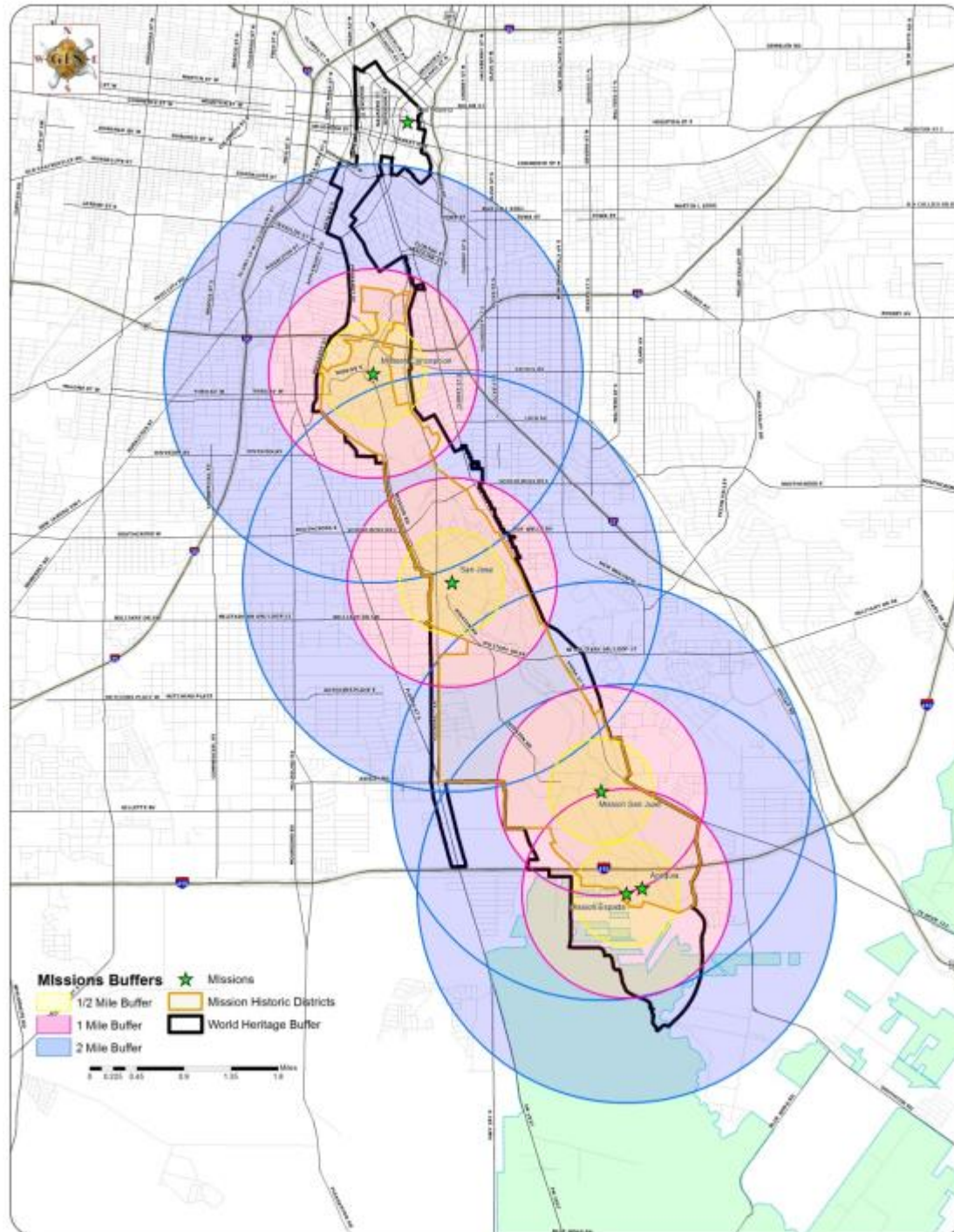
World Heritage Area Legacy Business Grant Pilot Program

Program

Eligibility Criteria

- Must be registered as a Legacy Business
- Must be in the World Heritage Buffer Zone
- Or 2 mile radius of Mission Concepción, San Jose, San Juan, or Espada



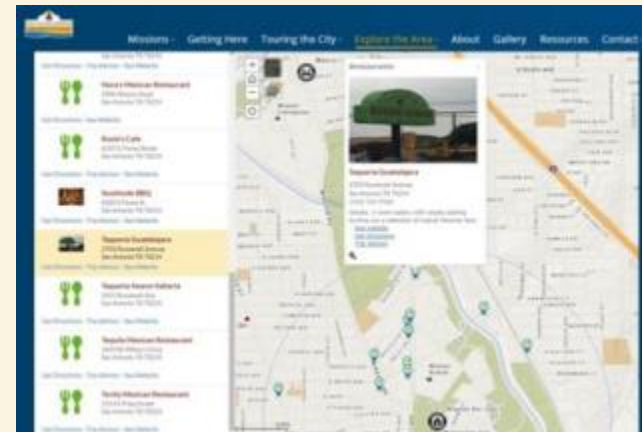




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Free WI-FI



Mobile Responsive Website to
connect visitors to local business



Program Components

Capacity Building
Requirements



Façade Improvement
Matching Grants
Up to \$10K

Landscape, signage and
parking lot improvement
grants
Up to \$10K



Access to low Interest
Interior Infrastructure loans



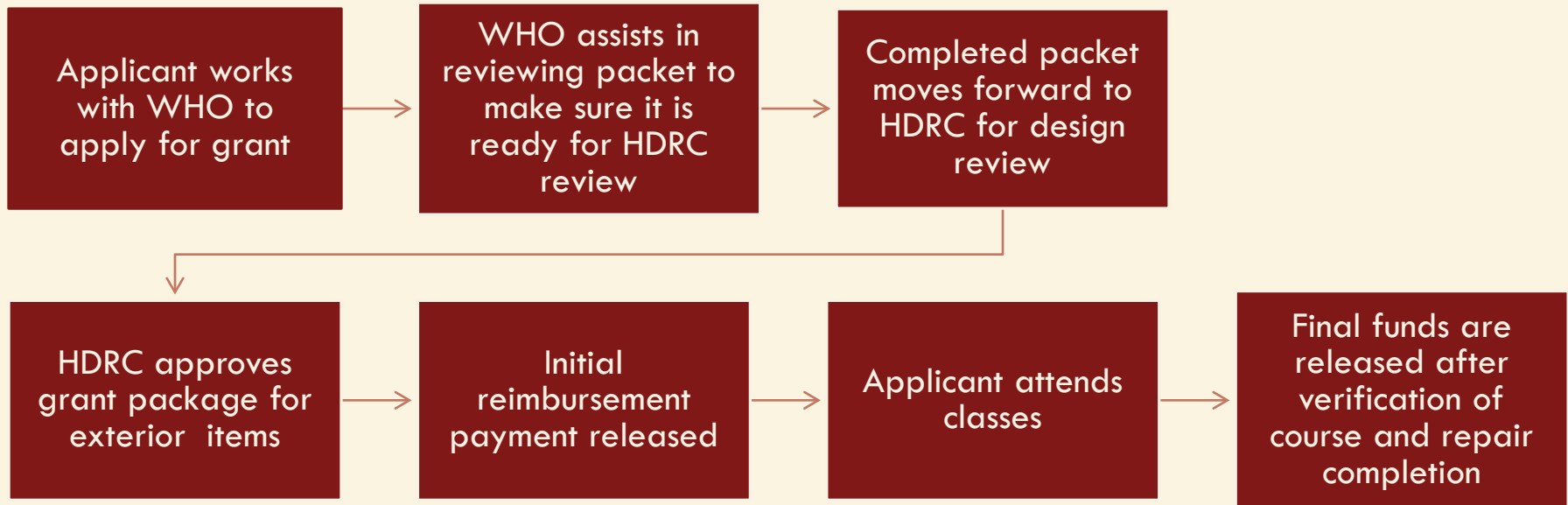


Process

- Existing historic district and design guidelines for the business location will be utilized
- WHO will provide a liaison to assist applicants and manage grant funding
- Review process will be through Office of Historic Preservation
- Improvements must comply with applicable building standards, city, state and federal requirements



Grant Process Flow





Best Practices

- Grant program is modeled on Northeast Corridor (NEC) Enhancement Matching Grant Program
- Grants can be layered with Operation Facelift Program
- Capacity building program includes information on marketing, finance, merchandising and mentorship



Next Steps:

Action	Date
Historic and Design Review Commission Presentation	January 17, 2018
Art, Culture and Heritage Council Committee	February 2, 2018
City Council	February 8, 2018



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