

Date: November 1, 2024

To: City Council

From: Eric Hill, AICP, Assistant Director of Planning

Subject: Update Regarding Remaining Heritage Preservation Grant Funds

For Fiscal Year (FY) 2024-25, \$1,500,000 in Hotel Motel Tax (HOT) revenue was allocated for Heritage Preservation Grant Funds.

On June 25, 2024, the Heritage Commission recommended awarding \$992,276 of the FY2024-25 Heritage Grant funds to five nonprofit organizations that promote tourism. These grant recipients are the Heritage Farmstead Museum (HFM), The Plano Conservancy for Historic Preservation, Inc. (PCHP), The Texas Pool Foundation (TPF), North Texas Masonic Historical Museum & Library (NTMHML), and the Plano African American Museum (PAAM).

Additionally, the Heritage Commission recommended city staff consider using the remaining \$507,724 of available grant funds for other heritage projects. These recommendations were supported by the City Council during the August 15, 2024, Grant Workshop and approved as part of the FY2024-25 budget.

Following further research and discussion, four categories of items were identified for potential use of the remaining grant funds. These projects would qualify under [Texas Tax Code Chapter 351](#) and are recommended to promote heritage tourism.

The items are as follows:

1. Preservation and Restoration
 - a. Restore a faded sign located on the south facade of 1421 K Avenue in the Downtown Heritage District. As shown in the adjacent image, this “ghost sign” can be restored to bring vibrancy and interest to this facade.
 - b. Allocate funds to assist with repair and clean-up on designated heritage resources in Plano caused by severe weather events.
2. Education/Activation – Engage a third-party professional contractor to conduct recurring historic tours. These opportunities could include actors portraying prominent founders of Plano, or other storytelling or entertaining performers to bring activity to Downtown Plano.
3. Marketing – Develop marketing, branding, and promotional activities to support events and highlight the history of Downtown Plano.

4. Downtown Gateway Sign Projects

- a. Install or update signs at the gateways to Downtown Plano on K Avenue and 15th Street.
- b. Install a sign visible from major roads as an additional identifying feature pointing visitors to Downtown Plano.

The breakdown of the proposed items is listed in the following summary table:

Proposed City-Initiated Heritage-Related Projects	\$507,724
Preservation and Restoration	\$25,000
Education/Activation	\$80,000
Marketing	\$134,500
Downtown Gateway Sign Projects	\$268,224

At their October 20, 2024 meeting, the Heritage Commission recommended approval of these items by a vote of 6-0. If supported by the City Council, staff would begin to plan and implement these items as soon as possible.