

ADVOCACY WEEK 2023 ADVOCACY GUIDE

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Presented by:



MARVIN WINDOWS
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WELCOME TO HISTORIC PRESERVATION ADVOCACY WEEK 2023!

2023 CAPITOL HILL OUTLOOK

The 118th Congress is not only among the most ethnically and racially diverse Congresses in history, it is also more representational in both gender and age – this year welcoming the first "Gen Z" member. The current political landscape is characterized by a Democratic led presidential administration, a slim Senate Democratic majority of 51 Democrats (including 3 Independents who caucus with Democrats) & 49 Republicans. Meanwhile, Republicans took control of the U.S. House and hold a narrow majority of 222 seats to Democrats 212.

While a divided Congress is often characterized by gridlock, the good news is historic preservation attracts bipartisan support with the goals of protecting our historic and cultural heritage, encouraging economic development, and fostering job creation – priorities most everyone can support. With over 80 new congressional members this year – we invite you to not only nurture existing relationships, but to build new support for historic preservation.



2023 ISSUES

- Historic Preservation Fund
 - Reauthorization
 - Appropriations
- Historic Tax Credit
- Historic Preservation Caucus

The FY 2023 omnibus spending bill provided over \$204.5 million in overall appropriations for the Historic Preservation Fund (HPF) – a huge win for preservation! Of particular interest is the \$4.4 million increase to SHPOs to \$62.10 million – a number that ensures no state will lose funds under the newly revised apportionment formula. THPOs received a much-needed increase of \$7 million, bringing them to \$23 million in funding. Modest increases to competitive grant programs helped provide support to a number of vital programs, and a near doubling of congressionally directed spending (CDS) means \$29 million is headed towards specific preservation projects in communities nationwide. For FY 24, we'll be seeking increases to HPF appropriations to support the needs of SHPOs, THPOs, and these important grant programs.

In the fall of 2023, the program authorization for the HPF is set to expire. As such, achieving HPF program reauthorization is a high priority in the coming weeks and months. A doubling (or more) increase of the previously authorized amount of \$150 million is justified by current and growing program needs and impacts expected to be felt from recent infrastructure spending. Further, there is great interest in achieving a permanent program reauthorization.

We saw a number of successes at the end of the last Congress for historic preservation, unfortunately improvements to the federal historic tax credit program were not included. We are again seeking these much-needed enhancements to the Historic Tax Credit to bring more value to the HTC, improve access to the credit and enhance investment opportunities for smaller rehabilitation projects. We also encourage Members to be a part of the House Historic Preservation Caucus to support these important efforts.

**These efforts support, recognize, and protect
America's shared heritage**

MAKE YOUR VISIT COUNT! STRATEGIES FOR HILL VISITS

As you prepare to make your way to Capitol Hill, we encourage you to talk with other advocates in your state who are registered for advocacy week. Ask questions and exchange ideas! There are many different perspectives to not only policy, but to advocacy. We are more effective when we become aware of our diverse viewpoints.

KNOW THE ASKS

- This year's legislative asks will focus on the:
 - Historic Preservation Fund (*authorization and appropriations*)
 - Historic Tax Credit
 - Historic Preservation Caucus
- Review the one pagers
- Attend the in-person legislative briefing on Tuesday, March 7th to dive into this year's asks with colleagues and policy experts

KNOW YOUR TEAM & STATE

- Connect with the advocates from your state ahead of time to discuss each other's perspectives & connections to historic preservation
- State coordinators should prepare relevant materials to leave behind for staff offices



KNOW YOUR MEMBER

- Research your [Congressional Member's](#) biography, committee assignments, policy priorities, & legislation to aid the conversation
- You may find that someone helped establish a National Historic Landmark, provided assistance with a local tax credit project or sought funding for a specific preservation project. In some cases, you'll be talking to someone (or their staff) who has no track record with historic preservation at all – and that's OK! Use it as a starting point
- Find a way to connect. Share your knowledge of preservation and the district. Share how what you do relates to a given program and what insights and help you can offer
- Focus on building a 2-way dialogue to share information & problem solve the issues at hand in a bipartisan manner. Offer to be a resource to them
- Create an opportunity for more dialogue. Invite the member and/or staff to visit a historic site or HTC project in their district. If there's an upcoming event in the district, invite them to attend



CONNECT
#preservationonthehill
#historicpreservation



**COMPLETE HILL
REPORT FORMS!**

SCAN ME





HISTORIC PRESERVATION FUND

WHO TO TALK TO

HPF Appropriations: Your Senators, House Representatives (& their staff), especially members of the Appropriations Committees, and specifically the House and Senate Interior Appropriations Subcommittees.

HPF Reauthorization: Your Senators, House Representatives (& their staff), especially members of the House Natural Resources Committee & Federal Lands Subcommittee and Senate Energy and Natural Resources Committee, and specifically the National Parks Subcommittee and the Public Lands, Forests, & Mining Subcommittees.

Appropriators: Thank/encourage appropriators for their support of the Historic Preservation Fund, while reminding them that more is needed to carry out the essential programs of the HPF.

Non-Appropriators: If your member is not on the Appropriations Committee, ask them to voice support for the HPF request listed below to the Chairman and Ranking Member of the Interior Appropriations Subcommittee.

TALKING POINTS

- It is vital to invest in the HPF so state and local entities will have the resources and tools they need to save America's historic places
- HPF does not use tax-payer dollars. Over \$3.4 billion remains deposited into HPF, but not allocated
- SHPO & THPO funding have not kept pace with overall HPF spending, inflation, or demand
- Competitive grant programs funded through HPF have supported thousands of historic preservation projects in nearly every state & district in the country. Many are helping to preserve sites that tell the story of historically underrepresented and marginalized communities.



SUGGESTION

IDENTIFY AN HPF SUPPORTED ACTIVITY OR PROJECT (I.E. PRESERVATION TRAINING, GRANT, TAX CREDIT PROJECT) IN YOUR DISTRICT THAT HAS HAD A POSITIVE ECONOMIC IMPACT ON YOUR COMMUNITY

COMMITTEE MEMBERSHIP FIND YOUR LEADERS

House Committees

Appropriations

[Interior, Environment, Related Agencies Subcommittee](#)

[Natural Resources \(R\) | Natural Resources \(D\)](#)

[Federal Lands \(R\) | Federal Lands \(D\)](#)

Senate Committees

Energy & Natural Resources

National Parks Subcommittee

[Public Lands, Forests, & Mining Subcommittee](#)

Appropriations Committee

[Interior, Environment, Related Agencies Subcommittee](#)

WHAT TO REQUEST

1) Permanently authorize the Historic Preservation Fund & raise the authorized level to at least \$300 million annually.

2) Support the following appropriations asks for the HPF:

- \$70m: State Historic Preservation Officers
- \$40m: Save America's Treasures
- \$34m: Tribal Historic Preservation Officers
- \$28m: African American Civil Rights Grants
- \$17m: Paul Bruhn Historic Revitalization Grants
- \$13m: Historically Black Colleges/Universities Grants
- \$11m: Semiquincentennial Celebration Grants
- \$7m: History of Equal Rights Grants
- \$5m: Underrepresented Communities Grants



SUBMIT FY24 APPROPRIATIONS/ CONGRESSIONALLY DIRECTED SPENDING REQUESTS TO YOUR CONGRESSIONAL MEMBERS – MANY ARE ACCEPTING THEM NOW





FEDERAL HISTORIC TAX CREDIT

THE ECONOMICS OF HISTORIC PRESERVATION

WHO TO TALK TO

Your member of Congress but importantly members of the House Ways and Means Committee and the Senate Finance Committee.

WHAT TO REQUEST

Continue to educate legislators about the amazing economic development and community revitalization power of the Historic Tax Credit. Encourage members to support the re-introduction of the Historic Tax Credit Growth & Opportunity Act (H.R. 2294/S.2266 (117th))

TALKING POINTS

- The HTC program encourages private investment in historic buildings & generates economic activity in communities
- since inception, over 47,000 buildings have been rehabilitated, attracted approximately \$199 billion in private investment, created nearly 3 million jobs, and produced over 185,000 low and moderate income housing units
- According to the HTC FY2020 Annual Report (NPS), 78% of HTC projects were in economically distressed areas
- The NPS 2020 study concluded that the HTC returns more to the Treasury than it costs. The HTC has generated \$42.9 billion in federal tax revenue from the \$32.6 billion in federal tax credits
- However, over the last 10 years, HTCs have lost about 25% of their value– making improvements to the HTC needed now more than ever

COMMITTEE MEMBERSHIP

FIND YOUR LEADERS

- House Ways and Means
- Senate Finance Committee



SUGGESTION

UTILIZE THESE REPORTS TO FORM STATE SPECIFIC TALKING POINTS

- NATIONAL PARK SERVICE REPORTS
- TAX CREDIT PROJECTS – BY STATE



Historic Preservation Advocacy in the 118th Congress

WEBINAR 02.23.2023

view recording when available

HOSTED BY THE NATIONAL TRUST FOR HISTORIC PRESERVATION



HISTORIC PRESERVATION CAUCUS



WHO TO TALK TO

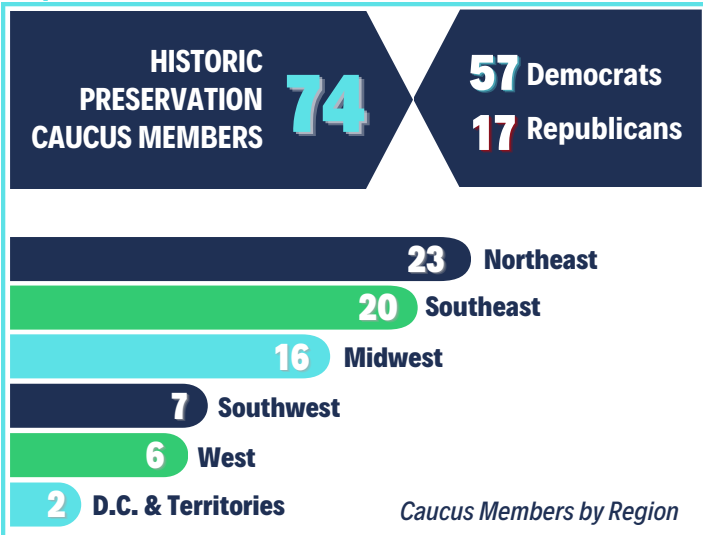
- Your member of the U.S. House of Representatives (& their staff) – especially new members of Congress
- Ask your Senator (& their staff) to lead an effort to create a Senate Historic Preservation Caucus

WHAT TO REQUEST

Ask House members to join the Congressional Historic Preservation Caucus by contacting Tucker Johnson in Rep. Blumenauer’s office (D-OR) at 202-225-4811 or Maggie Ward in Rep. Turner’s (R-OH) office at 202-225-6465. If they are already a member, thank them! Encouraging members to join the Caucus is especially important in a new Congress.

Encourage the member to note on their website their membership in the Congressional Historic Preservation Caucus and encourage them to share stories on preservation issues and/or historic sites in their district on their websites and social media accounts. See the Caucus One Pager for a full list of Caucus members.

[Read more about the caucus](#)



ABOUT THE CAUCUS

The Congressional Historic Preservation Caucus brings together Members of Congress who understand the full potential of America’s historic places. They know that the value of these places is not solely in what they teach us about our history, but also in what they promise for our future. Heritage tourism, the commercial revitalization of forgotten downtowns, the economically viable rehabilitation and the re-use of historic properties as housing stock are only a few of the ways that history is coming alive in communities across the country.

Members of the Congressional Historic Preservation Caucus join together to support and encourage the preservation and thoughtful development of historic places in their districts, states, and as a matter of national policy. The Caucus allows Members to share information and ideas and support legislative and budget matters as they pertain to national, state, and local issues and opportunities in historic preservation.

