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Jacqui Schraad  
*Executive Director*

August 17, 2010

President Mark Williams and Trustees  
The Board of Trustees  
Austin Independent School District  
1111 West 6th Street  
Austin, TX 78703

Dear President Williams and Trustees:



**HERITAGE  
SOCIETY OF  
AUSTIN**

P.O. BOX 2113  
AUSTIN, TEXAS 78768  
512-474-5198  
FAX 512-476-8687


On behalf of the Heritage Society of Austin, I am writing regarding the historic exemption component of your property tax rate discussions.

As the Board considers this issue, we urge you to bear in mind that historic preservation has significant economic benefits for our region. According to the Texas Historical Commission, preservation generates more than \$1.8 billion of economic activity annually in Texas, and close to \$140 million in the Austin area alone. Even in a down economy, when property values and sales tax revenues are down, the bright spots in Austin's budget are preservation-related, such as the revenue our high hotel occupancy rates generate for our City. Furthermore, historic preservation is one of the highest job-generating economic development options available, with a significant positive 'churning' effect on our local economy.

The return on investment for preservation is clear, and we respectfully request that you continue to support a policy that encourages the preservation of historic assets. Moreover, preserving the historic resources of Austin is a direct educational benefit to our students. For example, the owner of Boggy Creek Farm states that she would be unable to maintain her landmark farmhouse without the abatements. She hosts weekly tours of schoolchildren who learn both about the history of Austin and sustainable agriculture.

Thank you for your attention to this issue and for all your ongoing work to build a great future for our county while respecting our valuable heritage.

Regards,

  
Jacqui Schraad  
Executive Director