NATIONAL HISTORIC PRESERVATION

ADVOCACY WEEK

ADVOCACY GUIDE & BRIEFING PACKET

MARCH 10-12, 2020
KIMPTON PALOMAR HOTEL
WASHINGTON, D.C.

PRESENTED BY:

IN COOPERATION WITH:
National Trust for Historic Preservation
National Association of Tribal Historic Preservation Officers
National Alliance of Preservation Commissions
Coalition for American Heritage
WELCOME TO

HISTORIC PRESERVATION ADVOCACY WEEK
2020

This Briefing Packet provides information on the key issues preservation advocates will be talking to their Members of Congress. This year’s issues focus on:

- the Historic Preservation Fund
- the Historic Tax Credit
- the Historic Preservation Caucus

While all of them are important, we encourage you to carefully consider which issues are most appropriate to bring before your legislators.

For Each Issue You Will Find:
- Who to Talk To
- Lists of Relevant Committee Members
- Talking Points
- What to Ask For
- References to Relevant One-Pagers

Additional Resources:
- Where to Go for More Information
- Sample Hill Report Form

2020 CONTEXT: CONTINUED BI-PARTISAN SUPPORT

As we enter a new decade and an important election year, we face another year of divided government in Washington. Republicans control the Senate and Presidency, while Democrats control the House of Representatives. The good news for preservationists is that our message is one that enjoys strong bi-partisan support: Protect and preserve our American heritage, while generating economic development, leveraging private investment, and creating jobs.

The 2019 and 2020 Trump Administration’s budget requests called for dramatic cuts to the Historic Preservation Fund (HPF). Despite these challenging budgets, members of Congress on both sides of the aisle have demonstrated strong support for the HPF. For the last three years, we’ve successfully advocated for significant increases to the HPF, including a record level, $118.66 million for FY20. While these recent successes are cause for celebration, more work needs to be done. We’re asking advocates to thank members for their support of the HPF, while reminding legislators that more is needed to make up for years of chronic underfunding and to carry out the important work the HPF makes possible; recognizing, saving, and protecting America’s shared heritage.
2020 CONTEXT: CONTINUED

The Federal Historic Tax Credit (HTC) is a 20% credit applied to qualified rehabilitation costs for certified historic structures, distributed over 5 years (4% per year). The HTC represents the largest federal investment in historic preservation.

Thanks to the incredible work of preservation advocates across the country and the efforts of numerous members of Congress, the HTC was retained in 2017 during tax reform. We are now advocating members of Congress to make much needed improvements and enhancements to the credit, by supporting the Historic Tax Credit Growth and Opportunity Act (H.R 2825, S. 2615). The bill would restore some of the value lost during tax reform and calls for several changes that would make the credit more attractive for smaller projects, including increasing the credit from 20% to 30% for projects less than $2.5 million.

MAKE YOUR VISIT COUNT

As you prepare to make your way to the Hill, we encourage you to talk with your colleagues, ask questions, and exchange ideas. There are many different perspectives to advocacy, and we become more effective when we become aware of the various positions articulated on an issue.

After your Hill visits, please fill out a “Hill Report Form” for each visit and return it to Preservation Action. One is included in this packet and an electronic version is available online at:

HTTPS://WWW.SURVEYMONKEY.COM/R/PAHILLFORM20

CONNECT WITH US

View session details and build your schedule in the National Historic Preservation Advocacy Week app. Download the Expo Pass app from the App store or Google Play store and login with your email address. Share your experiences during Advocacy Week on social media using:

#PRESADVOCACY2020 #PRESERVATIONONTHEHILL
HISTORIC PRESERVATION FUND

WHO TO TALK TO:
Your Senators and Representative and members of the Appropriations Committees, especially the House and Senate Interior Appropriations Subcommittees.

WHAT TO REQUEST:
Appropriators: Thank 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 above to the Chairman and Ranking Member of the Interior appropriations subcommittee. (see side bar).

FY21 Request: $61 million for State Historic Preservation Officers, $22 million for Tribal Historic Preservation Officers, $28 million for Civil Rights Initiative Competitive Grants, $10 million for Historically Black Colleges and Universities, $18 million for Save America’s Treasures, $10 million for the Paul Bruhn Historic Revitalization Grants, and $1 million for underrepresented communities.

Tell all House and Senate offices to request that they sign onto the Dear Colleague HPF appropriations letter. The House letter is being circulated by Representatives Blumenauer (D-OR) and Turner (R-OH).

TALKING POINTS:
1. With America’s history disappearing all around us, 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.
2. In addition to facilitating the preservation of our historic places, since 1976, the HPF has facilitated more than 93,000 listings on the National Register, the survey of millions of acres for cultural resources, and $162 billion in private investment through the Historic Tax Credit.
3. Identify projects and programs of interest to your member that will languish without proper funding. Also, reference the Certified Local Government (CLG) program which assists local communities and preservation commissions with training and survey grants funded in part by the HPF.
4. The HPF is not used for land acquisition but instead provides state and local entities with the resources they need to enable both public and private preservation efforts.
5. HPF does not use tax-payer dollars. Mention that the source of funding for SHPOs and THPOs, and grant programs is not tax revenue but rather from the Historic Preservation Fund (HPF), funded by Outer Continental Shelf Oil Lease revenues. Every year $150 million in lease revenue is deposited into the HPF. Ask that these revenues be used for their intended purpose and not sacrificed as a budget-balancing tool.
6. Increases in SHPO apportionments have not kept pace with the overall increase in the HPF. In FY 2016, SHPO apportionments accounted for 72% of the total HPF. In FY 2020, SHPO apportionments account for 44% of the total HPF
7. Funding for THPOs has not kept pace with the number of new THPOs added each year, therefore the average award is reduced each year.

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.

HOUSE APPROPRIATIONS
Subcommittee on Interior, Environment and Related Agencies

Chair, Betty McCollum (D-MN)
Chellie Pingree (D-ME)
Derek Kilmer (D-WA)
Jose Serrano (D-NY)
Mark Quigley (D-IL)
Bonnie Watson Coleman (D-NJ)
Brenda Lawrence (D-MI)

Ranking, David Joyce (R-OH)
Mike Simpson (R-ID)
Chris Stewart (R-UT)
Mark Amodei (R-NV)

SENATE APPROPRIATIONS
Subcommittee on Interior, Environment, and Related Agencies

Chair, Lisa Murkowski (R-AK)
Lamar Alexander (R-TN)
Roy Blunt (R-MO)
Mitch McConnell (R-KY)
Steve Daines (R-MT)
Shelly Moore Capito (R-WV)
Cindy Hyde-Smith (R-MS)
Marco Rubio (R-FL)

Ranking, Tom Udall (D-NM)
Dianne Feinstein (D-CA)
Patrick Leahy (D-VT)
Jack Reed (D-RI)
Jon Tester (D-MT)
Jeff Merkley (D-OR)
Chris Van Hollen (D-MD)

Who to Talk To:
Your Senators and Representative and members of the Appropriations Committees, especially the House and Senate Interior Appropriations Subcommittees.
The credit generates new economic activity. According to the National Park Service HTC Impact Report (2018), since inception, the HTC has rehabilitated more than 44,000 buildings, created more than 2.7 million jobs leveraged $162 billion in private investment nationwide and has produced over 166,000 low- and moderate-income affordable housing units.

2. The same study concluded that the HTC returns more to the Treasury than it costs. The HTC has generated $35.9 billion in federal tax revenue from the $30.8 billion in federal tax credits.

3. From 2013 to 2017, 40% of all HTC projects were in predominantly minority census tracts (Policy Map, US Census and NPS Data layers, report retrieved January 2019).

4. According to the HTC FY2018 Annual Report (NPS), 75% of HTC projects were in economically distressed areas.

5. Thirty-seven states recognize the economic development potential of historic rehabilitation and have enacted individual state HTC programs that work in tandem with the federal program.

**Encourage your members to cosponsor the Historic Tax Credit Growth and Opportunity Act (H.R 2825, S. 2615).**

**Talking Points:**

1. The credit generates new economic activity. According to the National Park Service HTC Impact Report (2018), since inception, the HTC has rehabilitated more than 44,000 buildings, created more than 2.7 million jobs leveraged $162 billion in private investment nationwide and has produced over 166,000 low- and moderate-income affordable housing units.

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**Suggestion:**

Visit the National Park Service information table for the 2018 Annual and Statistical Reports on the Historic Tax Credit. It includes breakdowns by state.
WHO TO TALK TO:
Your member of the U.S. House of Representatives and Senate.

WHAT TO REQUEST:
Ask House members to join the Congressional Historic Preservation Caucus by contacting Jon Bosworth in Rep. Earl Blumenauer’s (D-OR) office at 202-225-4811 or Dan Hare in Rep. Michael Turner’s (R-OH) Office at 202-225-6465. If they are already are a member, thank them!

Encourage the member to note on their website that they are member of the Congressional Historic Preservation Caucus and encourage them to share stories on preservation issues, and historic sites in their district on their websites.

There is currently no Historic Preservation Caucus in the Senate. Ask your Senator to lead an effort to create a Senate Historic Preservation Caucus.

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CURRENT LIST OF CONGRESSIONAL HISTORIC PRESERVATION CAUCUS MEMBERS

Alabama
Bradley Byrne (R)
Martha Roby (R)

Arkansas
French Hill (R)

Arizona
Raul Grijalva (D)
Ruben Gallego (D)

California
Susan Davis (D)
Barbara Lee (D)
Doris Matsui (D)

Colorado
Diana DeGette (D)
Scott Tipton (R)
Ed Perlmutter (D)

Connecticut
Joe Courtney (D)
Rosa DeLauro (D)
John Larson (D)
Doris Matsui (D)

D.C.
E. Holmes-Norton (D)

Florida
Bill Posey (R)

Georgia
John Lewis (D)
David Scott (D)
Buddy Carter (R)
Jody Hice (R)

Iowa
Dave Loebsack (D)

Illinois
Danny Davis (D)
Janice Schakowsky (D)

Indiana
Andrei Carson (D)

Kentucky
Andy Barr (R)
James Comer (R)
Brett Guthrie (R)
Hal Rogers (R)
John Yarmuth (D)

Louisiana
Ralph Abraham (R)
Cedric Richmond (D)

Massachusetts
Katherine Clark (D)
Stephen Lynch (D)
Jim McGovern (D)
Richard Neal (D)
Joseph Kennedy III (D)

Maryland
Anthony Brown (D)
Jamie Raskin (D)
John Sarbanes (D)

Maine
Chellie Pingree (D)

Michigan
Daniel Kildee (D)
Fred Upton (R)

Minnesota
Betty McCollum (D)
Angie Craig (D)

Missouri
Manuel Cleaver (D)

Nebraska
Jeff Fortenberry (R)

New Hampshire
Ann Kuster (D)

New Jersey
Frank Pallone (D)
Bill Pascrell (D)
Albio Sires (D)

New Mexico
Ben Ray Lujan (D)
Deb Haaland (D)

New York
Brian Higgins (D)
Nita Lowey (D)
Carolyn Maloney (D)
Paul Tonko (D)

Ohio
Marcy Kaptur (D)
Tim Ryan (D)
Steve Stivers (R)
Michael Turner (R)

Oklahoma
Tom Cole (R)

Oregon
Earl Blumenauer (D)
Peter DeFazio (D)

Pennsylvania
Matt Cartwright (D)
Mike Doyle (D)
Susan Wild (D)

Rhode Island
David Cicilline (D)
James Langevin (D)

South Carolina
James Clyburn (D)
Jim Clyburn (D)

Tennessee
Steve Cohen (D)
Jim Cooper (D)
Phil Roe (R)

Texas
Lloyd Doggett (D)
Kay Granger (R)
E. Bernice Johnson (D)

Utah
Rob Bishop (R)

Virginia
Bobby Scott (D)
Rob Wittman (R)
Don Beyer (D)

Virgin Islands
Stacey Plaskett (D)

Washington
Peter Welch (D)

West Virginia
David McKinley (D)

Wisconsin
Gwen Moore (D)
Mark Pocan (D)
KNOW YOUR MEMBER
Doing a bit of homework before meeting a legislator or their staff can help with the conversation and build a relationship. You can do this by visiting the legislator’s website at www.house.gov or www.senate.gov. Basic information includes biography, committee assignments, top policy priorities, and their track record with preservation and other legislative issues that impact your state and community.

You may find that someone helped establish a National Historic Landmark or provided assistance with a local tax credit project. In some cases, you’ll be talking to someone (or more likely their staff) who has no track record with historic preservation at all. Preservation programs may not fall within their immediate subcommittee jurisdiction. 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.

It is also helpful to see how your legislator gets recognized in local press. If you haven’t actually met them, you can at least interact with them in media and online.

Knowing your legislator is very similar to knowing a colleague. As you know, in a non-lobbying context, you get to know someone over time based on common interests and goals. Communication with your legislator should be about building a two-way dialogue for information sharing and problem solving. There is always common ground. And, never jump to conclusions based on background or political party. You may miss critical information.

Create an opportunity for more dialogue. If there’s an upcoming event in the district, invite the member and/or staff to attend.

SUGGESTION:
Snap a picture with your member at the end of the visit, they often need photos of meeting with constituents and you can use it for your own press! Share your experiences during Advocacy Week on social media using: #PresAdvocacy2020 #PreservationontheHill.

HELPFUL ONLINE RESOURCES
Advocacy Week Schedule & One-Pagers preservationaction.org/advocacyweek
Preservation-Related Congressional Committee List preservationaction.org/congressional-committees/
Historic Preservation Caucus List preservationaction.org/caucus/
Preservation Action Legislative Updates preservationaction.org/category/legislative-update
Bill Information congress.gov

Historic Tax Credits nps.gov/tps/tax-incentives.htm savingplaces.org/historic-tax-credits historiccredit.com/
State Historic Preservation Offices nps.gov/shpo ncshpo.org
Tribal Historic Preservation Offices nps.gov/history/tribes/tribal_historic_preservation_officers_program.htm nathpo.org

DIRECTIONS AND LOCATIONS
The Kimpton Hotel Palomar is closest to the Dupont Circle metro station (red line).

The Union Station metro station (red line) is located on the “Senate side” not far from the Russel Senate Office Building.

The Capitol South metro station (orange, blue and silver line) is located on the “House side” very close to the Cannon House Office Building and is about a 10 minute walk to the “Senate side”.

If the weather is bad, or you're short on time and want to avoid going through security more than once, you can access the Cannon Building on its southeast corner, then go downstairs to a tunnel that connects with the other two House office buildings.

Suites within the House office buildings are numbered are follows:

- Cannon – 3 digits
- Longworth – 4 digits starting with 1
- Rayburn – 4 digits starting with a 2

Be sure to leave enough time between Hill meetings for delays.

The best place to wait for more than 15 minutes is the closest cafeteria. These are in the Rayburn and Longworth House buildings and the Dirksen Senate Office Building.