

ADVOCACY GUIDE & BRIEFING PACKET



PRESENTED BY:

P R E S E R V A T I O N

Action

Preservation Action

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NCSHPO

National Conference of

State Historic Preservation Officers

202-624-5465

IN COOPERATION WITH:

American Cultural Resources Association • National Trust for Historic Preservation
National Trust Community Investment Corporation • Society for Historical Archaeology
National Association of Tribal Historic Preservation Officers • Historic Tax Credit Coalition

Welcome to

HISTORIC PRESERVATION ADVOCACY WEEK

2017

This Briefing Packet provides information on the key issues historic preservationists will be taking to their Members of Congress. This year's issues focus on the Historic Tax Credit program and current effort to reform the tax code, the Historic Preservation Fund, and 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. This briefing guide is designed to assist you.

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
- A Sample Hill Report Form

As you know, in January Donald Trump was sworn in as president and the 115th Congress was sworn into office. After the November elections, Republicans retained control of the U.S House and Senate, albeit with slightly diminished majorities, and Republicans took control of the White House. The good news is that our message is one that both parties support: Protect and preserve our American heritage, while creating jobs, leveraging private investment, and generating economic development.

A top priority identified by the new Trump Administration and congressional leaders is reforming the tax code. The "A Better Way" tax reform blueprint released last summer by House Republicans, calls for the elimination of several tax credit programs, which we believe severely threatens the Historic Tax Credit program. It's imperative that we educate legislators about the amazing economic development and community revitalization power of the Historic Tax Credit. The Historic Tax Credit Improvement Act, which would improve and expand the already successful program, was introduced in the House and Senate last month. This bill in addition to improving the tax credit program, provides an avenue for members of congress to show their support for the Historic Tax Credit.

In addition to the Historic Tax Credit, we are also focused on securing robust funding for the Historic Preservation Fund (HPF). After successfully achieving reauthorization of the HPF at the end of last congress, it is important that we thank members of Congress for their support, while also expressing the need for increased funding. We need to remind legislators of the important work the HPF makes possible; recognizing, saving, and protecting America's shared heritage. Despite chronic underfunding the HPF has had a huge impact, including facilitating over \$120.8 billion (adjusted for inflation) in private investment through the Historic Tax Credit.

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 the packet and is online at www.surveymonkey.com/r/L36BQD7

Issue Research provided by: National Conference of State Historic Preservation Officers, Preservation Action, National Trust for Historic Preservation, National Association of Tribal Historic Preservation Offices, National Trust Community Investment Corporation

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: Ask appropriators to adequately fund core programs of the Historic Preservation Fund (HPF).

FY17 Request: Enactment of the 114th Congress House-passed version of the Interior Department bill for the remainder of FY2017: \$47.925 million appropriation State Historic Preservation Offices (SHPOs), \$11.985 million for Tribal Historic Preservation Offices (THPOs), \$13 million for Civil Rights Initiative Competitive Grants and \$5 million for Historically Black Colleges and Universities.

FY18 Request: \$55 million for State Historic Preservation Officers (including \$5 million for GIS and Data systems that document America's historic resources), \$13 million for Tribal Historic Preservation Officers, \$13 million for Civil Rights Initiative Competitive Grants, \$5 million for Historically Black Colleges and Universities.

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).

Tell all House and Senate offices to request that they sign onto the Dear Colleague HPF appropriations letter. The House letter will be circulated by Representatives Turner (R-OH) and Blumenauer (D-OR) and the Senate letter will be circulated by Senators Gillibrand (D-NY) and Cardin (D-MD).

TALKING POINTS:

1. Inadequate funding to SHPOs and THPOs compromises a wide variety of preservation activities in your state or district. Examples may include: little to no bricks and mortar rehabilitation grants; inadequate or piecemeal inventory/survey work; and increased turn-around time for Section 106 reviews (at the same time Congress is trying to speed up project delivery); For SHPOs, delayed tax credit certifications; the inability to be a proactive force for community revitalization, and economic investment.
2. State Historic Preservation Offices jointly administer with the NPS the Federal Rehabilitation Tax Credit program which in 2016 alone leveraged \$7.1 billion in private investment and created 108,528,762 jobs.
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. Acknowledge that you understand domestic spending is down because of the budget deficit and the economy. Point out that historic preservation supports job creation and economic development. It is a way for direct local positive impacts.
5. Mention that the source of SHPO and THPO funding 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. Funding for THPOs has not kept pace with the number of new THPOs added each year, therefore the average award is reduced each year.

HOUSE APPROPRIATIONS

**Subcommittee on
Interior and Related Agencies**

Chair, Ken Calvert (R-CA)

Mike Simpson (R-ID)
Tom Cole (R-OK)
David Joyce (R-OH)
Chris Stewart (R-UT)
Mark Amodei (R-NV)
Evan Jenkins (R-WV)

Betty McCollum (D-MN)

Chellie Pingree (D-ME)
Derek Kilmer (D-WA)
Marcy Kaptur (D-OH)

SENATE APPROPRIATIONS

**Subcommittee on Interior,
Environment, and Related Agencies**

Chair, Lisa Murkowski (R-AK)

Lamar Alexander (R-TN)
Thad Cochran (R-MS)
Roy Blunt (R-MO)
John Hoeven (R-ND)
Mitch McConnell (R-KY)
Steve Daines (R-MT)
Shelly Moore Capito (R-WV)

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)

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.

FEDERAL TAX INCENTIVES FOR HISTORIC PRESERVATION

WHO TO TALK TO:

Your member of Congress but importantly members of the House Ways and Means Committee and its Subcommittee on Tax Policy, and the Senate Finance Committee.

WHAT TO REQUEST:

Ask your Representatives and Senators to support the Federal Rehabilitation Tax Credit during any attempts at tax reform and work to modernize the Historic Tax Credit.

As Congress examines ways to update and improve our nation's tax code, there is a critical opportunity to modernize the Historic Tax Credit so that it functions more effectively in a dynamic economy and better serves the needs of both large and small communities. Gauge your members interest in co-signing or supporting the Historic Tax Credit Improvement Act, H.R 1158 in the House and S. 425 in the Senate. This bill would improve and expand on the Historic Tax Credit, allowing the HTC to have an even greater impact.

TALKING POINTS:

1. Since inception, the HTC has rehabilitated more than 42,000 buildings, created nearly 2.5 million jobs and leveraged over \$84 billion in private investment nationwide.
2. On average, the credit leverages \$5 dollars of private investment for every \$1 dollar in federal funding creating highly effective public-private partnerships.
3. The tax credit currently generates more revenue than it costs - meaning a reduction in the program would be a net loss of revenue to the American people.
4. The cumulative \$23.1 billion cost of this program has been more than offset by the \$28.1 billion in federal tax receipts generated by these rehabilitation projects.
5. The HTC has revitalized the historic cores of cities and towns across America, enhancing property values, encouraging additional reinvestment by adjacent owners and augmenting tax revenue for federal, state and local governments.
6. The tax credit is a reliable investment with a recapture rate of only 3/4 of one percent. In other words, more than 99% of tax credit projects are successful, and do not result in the "recapture" of the tax credit for the investor's inability to hold the project for at least five years.

**If your member express interest in the tax credit,
let us know on your Hill Report Form and we will follow up
with more detailed information.**

**Visit the National Park Service information table for the 2016
Annual and Statistical Reports on the Historic Tax Credit. It
includes breakdowns by state.**

HOUSE WAYS AND MEANS

Chair, Kevin Brady (R-TX)

Sam Johnson (R-TX)
Devin Nunes (R-CA)
Pat Tiberi (R-OH)*
Dave G. Reichert (R-WA)*
Peter J. Roskam (R-IL)*
Vern Buchanan (R-FL)
Adrian M. Smith (R-NE)
Lynn Jenkins (R-KS)
Erik Paulsen (R-NM)
Kenny Marchant (R-TX)*
Diane Black (R-TN)
Tom Reed (R-NY)*
Mike Kelly (R-PA)*
Jim Renacci (R-OH)*
Patrick Meehan (R-PA)*
Kristi Noem (R-SD)*
George Holding (R-NC)*
Jason Smith (R-MO)
Tom Rice (R-SC)
David Schweikert (R-AZ)
Jackie Walorski (R-IN)
Carlos Curbelo (R-FL)
Mike Bishop (R-MI)

Ranking, Richard Neal (D-MA)

Sander Levin (D-MI)
John Lewis (D-GA)
Lloyd Doggett (D-TX)*
Mike Thompson (D-CA)*
John B. Larson (D-CT)*
Earl Blumenauer (D-OR)*
Ron Kind (D-WI)
Bill Pascrell Jr. (D-NJ)
Joseph Crowley (D-NY)
Danny Davis (D-IL)
Linda Sanchez (D-CA)*
Brian Higgins (D-NY)
Terri Sewell (D-AL)
Suzan DelBene (D-WA)*
Judy Chu (D-CA)

* Members of Subcommittee on Tax Policy

SENATE FINANCE COMMITTEE

Chair, Orrin Hatch (R-UT)

Chuck Grassley (R-IA)
Mike Crapo (R-ID)
Pat Roberts (R-KS)
Mike Enzi (R-WY)
John Cornyn (R-TX)
John Thune (R-SD)
Richard Burr (R-NC)
Johnny Isakson (R-GA)
Rob Portman (R-OH)
Patrick Toomey (R-PA)
Dean Heller (R-NV)
Tim Scott (R-SC)
Bill Cassidy (R-LA)
Ranking, Ron Wyden (D-OR)
Debbie Stabenow (D-MI)
Maria Cantwell (D-WA)
Bill Nelson (D-FL)
Robert Menendez (D-NJ)
Thomas Carper (D-DE)
Ben Cardin (D-MD)
Sherrod Brown (D-OH)
Michael Bennet (D-CO)
Robert P. Casey, Jr. (D-PA)
Claire McCaskill (D-MO)
Mark Warner (D-VA)

JOIN THE HISTORIC PRESERVATION CAUCUS

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 Jeff Wilson in Rep. Michael Turner's (R-OH) Office (202-225-6465) or Paul Balmer in Rep. Earl Blumenauer's (D-OR) office at 202-225-4811. If they 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.

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

TALKING POINTS:

1. The Congressional Historic Preservation Caucus brings together Members of Congress who understand the under-appreciated 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. It is 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.

2. 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.

CURRENT LIST OF CONGRESSIONAL HISTORIC PRESERVATION CAUCUS MEMBERS

| | | | | | |
|---|--|--|---|--|--|
| Alabama Bradley Byrne (R) | Georgia John Lewis (D) David Scott (D) | Massachusetts Michael Capuano (D) | Missouri Emanuel Cleaver (D) | Ohio Marcy Kaptur (D) Tim Ryan (D) Steve Stivers (R) Michael Turner (R) | Texas Joe Barton (R) Lloyd Doggett (D) Kay Granger (R) E. Bernice Johnson (D) |
| Arizona Raul Grijalva (D) | Guam Madeline Bordallo (D) | William Keating (D) Stephen Lynch (D) Jim McGovern (D) Richard Neal (D) Niki Tsongas (D) | New Hampshire Ann Kuster (D) | Oregon Earl Blumenauer (D) Peter DeFazio (D) | Utah Rob Bishop (R) |
| California Susan Davis (D) Barbara Lee (D) Doris Matsui (D) | Iowa Dave Loebsack (D) | Maryland Elijah Cummings (D) John Sarbanes (D) | New Jersey Frank LoBiondo (R) Frank Pallone (D) Bill Pascrell (D) Albio Sires (D) | Pennsylvania Lou Barletta (R) Robert Brady (D) Mike Doyle (D) | Virginia Bobby Scott (D) Rob Wittman (R) |
| Colorado Diana DeGette (D) Scott Tipton (R) | Illinois Luis Gutierrez (D) Randy Hultgren (R) Janice Schakowsky (D) | Maine Chellie Pingree (D) | New York Joseph Crowley (D) Brian Higgins (D) Nita Lowey (D) Carolyn Maloney (D) Jerrold Nadler (D) Jose Serrano (D) Louise Slaughter (D) Paul Tonko (D) | Rhode Island David Cicilline (D) James Langevin (D) | Vermont Peter Welch (D) |
| Connecticut Joe Courtney (D) Rosa DeLauro (D) John Larson (D) | Indiana Andre Carson (D) | Michigan John Conyers (D) Sander Levin (D) Fred Upton (R) | North Carolina G.K. Butterfield (D) David Price (D) | South Carolina James Clyburn (D) Joe Wilson (R) | Washington Adam Smith (D) |
| D.C. E. Holmes-Norton (D) | Kentucky Brett Guthrie (R) Hal Rogers (R) John Yarmuth (D) | Minnesota Keith Ellison (D) Betty McCollum (D) Timothy Walz (D) | Tennessee Marsha Blackburn (R) Steve Cohen (D) Jim Cooper (D) Phil Roe (R) | Wisconsin Gwen Moore (D) Mark Pocan (D) | |
| Florida Bill Posey (R) | Louisiana Cedric Richmond (D) | | | | |

ADDITIONAL RESOURCES

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 meet their public persona 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. Trust is key. 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.

DIRECTIONS AND LOCATIONS

The Liaison Hotel at Capitol Hill is closest to the Union Station metro station (red line).

The walk from the Liaison Hotel and to the Senate office buildings takes about 10 minutes; the walk to the House side is about 20 minutes.

The Capitol South metro station (orange, blue and silver line) is located on the "House side" very close to the Cannon House Office Building.

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 as 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.

HELPFUL ONLINE RESOURCES

Advocacy Week Schedule & One-Pagers
preservationaction.org/advocacy-week

Preservation-Related Congressional Committee List
preservationaction.org/resources/congress

Historic Preservation Caucus List
preservationaction.org/resources/congress/caucus

Preservation Action Legislative Updates
preservationaction.org/category/legislative-update

Preservation Action Legislative Alerts
preservationaction.org/category/action

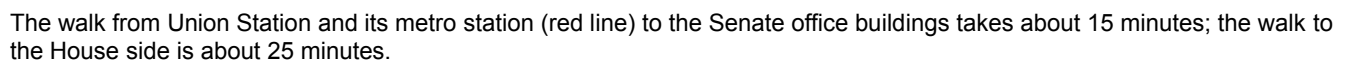
Bill Information
congress.gov

Historic Tax Credits
nps.gov/tps/tax-incentives
preservationaction.org/priorities/historic-tax-credits
ntcicfunds.com/tax-credit-basics
historiccredit.com/

State Historic Preservation Offices
nps.gov/nr/shpolist.htm
ncshpo.org

Tribal Historic Preservation Offices
nps.gov/history/tribes/tribal_historic_preservation_officers_program.htm
nathpo.org

The Fairfax Hotel is closest to the Dupont Circle metro station (red line).



The Capitol South metro station (orange and blue line) is located on the “House Side,” very close to the Cannon House Office Building.

If the weather is bad, or you are 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.

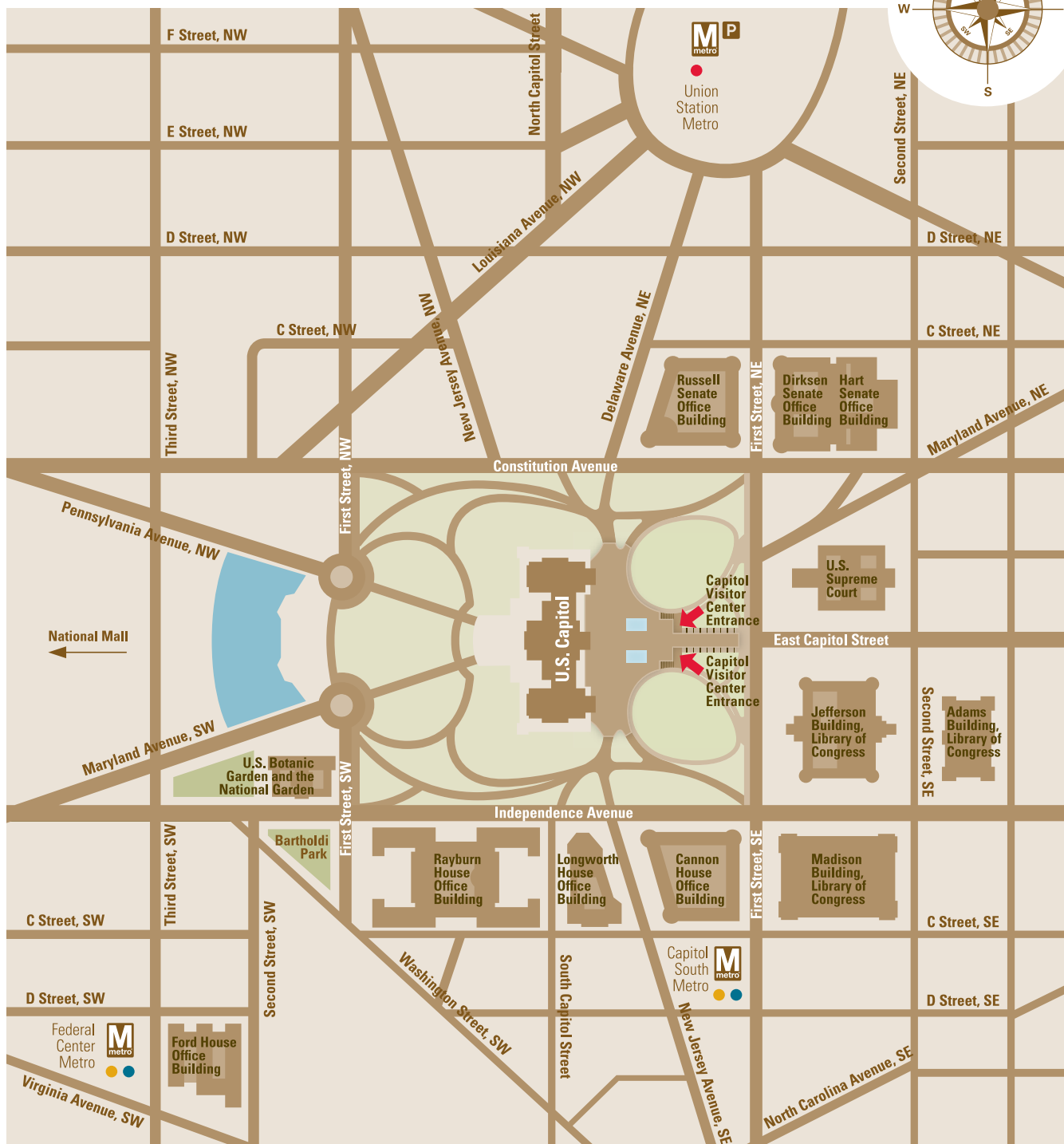
Suites within the House office buildings are numbered as follows: Cannon – 3 digits; Longworth – 4 digits starting with 1; Rayburn – 4 digits starting with a 2.

Be sure to leave enough time between Hill meetings for delays and to get through security lines.

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.

A Map of Capitol Hill is provided on the next page.

U.S. Capitol Map



U.S. CAPITOL
visitor center

www.visitthecapitol.gov

Action

1-2-3 Guide to Lobbying on Capitol Hill and at Home

Whether you are lobbying Congress or the State House you can follow this simple guide to building your lobbying team and take advantage of the resources provided by Preservation Action, your grass-roots lobby for Historic Preservation.

Schedule an appointment as soon as possible by calling your Member of Congress' scheduler. Be firm in your request to see the Member — after all you are traveling a great distance. If you have trouble getting time to see the Member, it can be just as helpful to meet with a staff person who works on preservation issues.

Prepare and send beforehand a memorandum or agenda that outlines what you plan to discuss at the meeting and who will be attending. Staff will appreciate the opportunity to familiarize themselves with the issues and brief their boss. Include bill numbers when referencing particular legislation.

Gather any background material that may be useful including information about preservation projects or historic sites in their home districts. Consider re-searching Save America's Treasures grant awards or SHPO funding levels.

Reconfirm a week or so before the meeting.

Bring along copies of your memorandum/agenda and a list of meeting participants including contact information for each.

Acknowledge the Member's support for preservation, i.e. cosponsorship of a particular bill or their membership in the Historic Preservation Caucus (House).

Talk clearly and succinctly about the issues you plan to address and be sure to use specific examples from your Member's state or district. If several people will be at the meeting make sure to coordinate your remarks and decide ahead of time who will take the lead and how.

Suggest a follow-up, i.e. a meeting in the district or with the district staff or offer to provide additional materials. Ask the Member who your point of contact should be on the matter.

Send a thank you note to both the Member and staff along with any additional materials they may have asked for.

Complete and return a Lobbying Report Form to Preservation Action.

Publicize the visit. Include a story in your newsletter. Send photos and a press release to the local newspaper.

Think creatively about ways to involve your Member in a preservation related activity. Invite him/her on a tour, or ask him/her to speak at your conference. Stay connected to the Member and staff person. Cultivate your Member as a preservation champion in the future.

HELP WHEN YOU NEED IT

Legislative Updates

Our weekly legislative update (archive online) provides information on preservation legislation including status, co-sponsorship, legislative history and potential actions taking place in Congress.

One Page Briefing Papers

Informational leave-behind materials suitable for your Member of Congress.

Talking Points

Help you communicate important preservation issues to your Member of Congress.

Questions?

Call Preservation Action at (202) 463-0970 or email us at mail@preservationaction.org

Other information and materials are always available at www.preservationaction.org