Form Email Template to Support the HTC.

Below is a template to start with but please considering adding the following numbered items to the message. Since there are multiple people weighing with offices it is more impactful if you make your message unique.

Some personalization ideas:

1. Introduce yourself
2. Say “I have been hearing about tax reform and I wanted to check in to see how the HTC is fairing. I am extremely concerned that is was not specifically mentioned in the tax reform framework.”
3. Explain why you value Historic Tax Credits, and that the redevelopment of historic buildings will not get done without the HTC.
4. Let them know some previous and potential future HTC projects in your state/district ( See a link to the Massachusetts HTC projects/map provided by the National Trust.)
5. Touch on why these buildings are so challenging
6. Ask…. **“As tax reform moves forward, will Rep./Sen. XXX vocalize support and work to protect the historic tax credit with Congressional Leadership and the tax writing committees?”**

**Subject: Historic Tax Credit/Tax Reform**

I am writing to you today to support the federal historic tax credit (HTC).  This enormously important redevelopment tool has helped towns, cities, and rural areas across the country, including my own community.  As Congress considers ways to reform the tax code, I want to encourage you to keep this important incentive.  It is a low-cost, high-impact way to redevelop distressed communities and preserve our heritage.

The HTC as we know it today was put in place by Congress and the Reagan Administration to attract capital to historic rehabilitation projects that help stimulate local economies. Since its inception, it has created over 2.4 million jobs, rehabilitated more than 42,000 buildings, and leveraged $131.8 billion in private investment all across the country. Recognizing the importance of this successful federal economic development incentive, 34 states have enacted complementary state historic tax credits to help revitalize the commercial downtowns of their cities and Main Street communities.

Federal HTC transactions have a 99 percent effective rate, leverage private dollars at a five-to-one rate, and are a key catalyst for future development.  Often HTC investments are beacons drawing follow-on projects for blocks or miles around.  Over the life of this program, the HTC has generated $29.8 billion in federal tax revenues compared to $25.2 billion in credits allocated—more than paying for itself.