

The background of the image shows a clear, bright sky over a city skyline with several skyscrapers. In the foreground, there is a large, dark, abstract sculpture on a circular base, set in a grassy park area with trees. The overall scene is bright and open.

haa houstonartsalliance

HOUSTON'S DESIGNATED, LOCAL ARTS AGENCY

**HOUSTON ARTS ALLIANCE
IS YOUR
LOCAL ARTS AGENCY**

our mission

Houston Arts Alliance (HAA) is the local nonprofit arts agency that enhances the city's quality of life through advancing and investing in the arts and diverse cultural programming. The work of HAA encourages Houston's development and shapes its global reputation by fostering tourism and supporting and promoting the city's creative economy.

four program areas, one mission

Civic Art + Design

Folklife + Traditional Arts

Grants

Programs + Services for Capacity Building

community-driven leadership

31 board members (6 appointed by the Mayor)

14 program and governance committees

The image features two large, illuminated sculptures of human figures, one on the left and one on the right, both constructed from a dense mesh of letters and symbols. They are set against a dark night sky with a city skyline in the background, including a prominent skyscraper with a blue top. The sculptures are lit from below, creating a strong contrast with the dark surroundings. A thin teal horizontal line is positioned above the text.

CIVIC ART + DESIGN + TEMPORARY ART

**WE COMMISSION, CONSERVE
AND PROMOTE PUBLIC ART AND
ENLIVEN PUBLIC SPACES.**

opportunities for artists

Commission selection process through:

- Prequalified artist pool
- Open Call or
- Direct invitation

CIVIC ART

LISTEN





CIVIC ART



CIVIC ART CONSERVATION

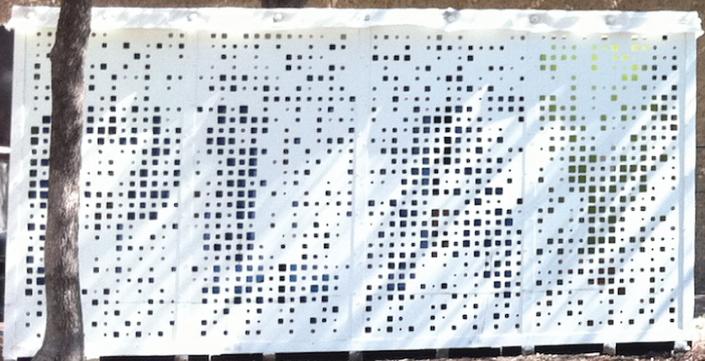


CIVIC ART CONSERVATION



CIVIC ART CONSERVATION

TEMPORARY ART





TEMPORARY ART

BOULEVARDS



MERIBA
MEXICAN
CAFE
SISTER SISTER
ME BELIEVE
MERIBA

624 441-1111

BOULEVARDS



EST. 1905
HYDE PARK
THE ORIGINAL FINE PAINT AND SUPPLIES STORE



BOULEVARDS

A close-up photograph of a person's arm and torso. The person is wearing a brown work vest over a black t-shirt and blue jeans. Their left arm is heavily tattooed with various designs, including a skull with the words 'LOVE' and 'NEVER' and a date '1981'. They are wearing a tan work glove and holding a thick, braided rope. The background is a blurred outdoor setting with a blue sky and a red structure.

**FOLKLIFE +
CIVIC ENGAGEMENT:
HOUSTON, MEET
HOUSTON**

**WE CREATE PROGRAMMATIC
ACCESS TO THE CITY'S MANY
DIVERSE COMMUNITIES.**



FOLKLIFE + TRADITIONAL ARTS



FOLKLIFE + TRADITIONAL ARTS

CREATIVE PLACEMAKING + NEIGHBORHOOD ENGAGEMENT



CREATIVE PLACEMAKING + NEIGHBORHOOD ENGAGEMENT

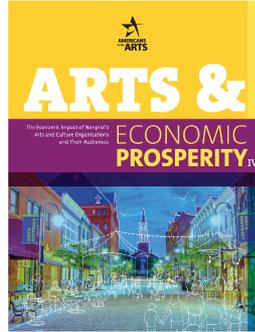


MEASURING IMPACT



WE CONDUCT **RESEARCH** ON THE
ECONOMIC IMPACT OF THE
NONPROFIT ARTS AND CULTURE SECTOR
AS WELL AS SEPARATE RESEARCH ON
THE OVERALL **LOCAL CREATIVE ECONOMY.**

**THE CREATIVE
ECONOMY
OF HOUSTON**



**THE CREATIVE
ECONOMY
OF HOUSTON 2**



Use of Funding

Funding for CB Sustainability Phase 2 will be used towards implementing the various aspects of Mercury. Recent Executive's current strategic plan, including hiring a part-time Grant writer, attending current Development Director to the Center for Philanthropy and Nonprofit Leadership program at Rice University, and sending the Executive, Administrative and Development Director to Tessitura Conference.

Key Activities

- Full team participation in Tessitura conference
- Mercury staff was trained on Tessitura software
- Tessitura implementation
- Mercury hired part-time grant writer; Administrative Assistant hired in January 2015 to write grants in-house
- Created Board committees: Finance and Governance
- Development Director training

Key Outputs

- Staff learned how to input ticket orders and donations in new database
- Staff created all booking and donor lists to go live in new fiscal year
- Mercury held Marketing full challenge, doubling May donations from \$25k to \$50k and added 50 new individual donors
- Board Finance and Governance committees meet regularly to ensure best practices
- 20% of 2014-15 income received before start of season
- Development Director attended the Development cohort at the League of

CAPACITY BUILDING

capacity building: grants

We help build nonprofits' business acumen.

- Pre-Incubator Grant
- Resident Incubator Grant
- Accelerator/Sustainability Grant

capacity building: resources

- Expert-lead workshops in marketing & strategic planning
- Arts & Business Council of Greater Houston
 - Annual Board Leadership Course
 - Financial Literacy Workshops
 - Business Volunteers for the Arts

GRANTS



**HAA AWARDS 225+ GRANTS
ANNUALLY THROUGH A
COMPETITIVE GRANTMAKING
PROCESS.**

grant opportunities

For Individual Artists

grant opportunities

For Arts and Culture Organizations:

- General Operating Support / General Operating Support Expansion Grant
- Arts Project Grant / Arts Project Grant Outreach
- City's Initiative Grant
- Touring + Neighborhood Arts Program Grant

grant making

Annually:

- Approximately 12 workshops for applicants
- Approximately 15 review panels utilizing discipline-specific specialists
- Approximately 70 panelists each year

selection process

Peer Review Process

- Panels vary in size from 3 to 5, depending on the number of applications
- Local representation as well as national is included, to ensure non-bias

Approval Process

- Panel recommendations are reviewed by Grants Committee/Executive Committee/Board as appropriate, with a conditional City review



HOUSTON'S DESIGNATED, LOCAL ARTS AGENCY



2016-2017 (FY17)

Arts Project Grant Outreach

Application Workshop



Funding Source

- Houston Arts Alliance (HAA) receives funding from the City of Houston through the Hotel Occupancy Tax (HOT), of which a portion funds the Arts Project Grant Outreach (APGO).
- Because Arts Project Grant Outreach is funded with HOT monies, **the funded activities must directly benefit tourism as well as the convention and hotel industry.**

Purpose

The Arts Project Grant Outreach (APGO) category supports **both individual artists** and **501(c)3 nonprofit arts/culture organizations** (that have been in existence for at least one year) in producing and presenting projects within **Council Districts E, F and K**.

Events must be open to the general public.

Purpose

- **Provide** a consistent funding mechanism for arts and culture organizations of excellence;
- **Promote** cultural tourism—by supporting special efforts that attract visitors to Houston—and include arts activities to visitors' itineraries;
- **Advance** the artistic, administrative and organizational capacity of arts and culture organizations;
- **Ensure** access to the arts for all residents and visitors; and
- **Stimulate** economic and community development through the arts.

Project Eligibility: Organizations

Organizational applicants must meet ALL eligibility criteria. You are eligible to apply if:

- Your organization is **NOT** currently receiving General Operating Support Grant/Expansion (GOS/E) funding
- Your organization is **physically based in the City of Houston** and will offer programming in City of Houston Council Districts E, F and K. (PO boxes are not accepted. Applicants will be required to provide their physical address.)

Project Eligibility: Organizations

- Your organization is **governed by a local board of directors** that meets, at the least, quarterly
- Your organization **does not have outstanding Final Reports due** for prior Houston Arts Alliance grants

Project Eligibility: Organizations

- Eligible activities include, but are not limited to, **visual arts exhibitions, performing arts presentations, festivals and other public programs** that make Houston an attractive cultural environment for visitors and residents alike.
- Project support is not designed to support any one organization's entire annual expenses. **Applicants may request no more than 50% of previous year's cash revenues** as demonstrated in the submitted IRS 990 or internal financial statement.

Project Eligibility: Organizations

- Religious organizations or groups closely affiliated with religious organizations may receive funding if all of the following conditions are met:
 - The funded program has a **secular purpose**;
 - The primary effect of the funded **program does not advance or inhibit any religion**;
 - The activity is **open and advertised** to the general public

Project Eligibility: Organizations with Fiscal Sponsorship

Organizations that are ineligible due to the Internal Revenue Code section 501(c)3 tax status requirement, or those currently in the process of obtaining that status, can apply via a **fiscal agent**.

Project Eligibility: Organizations with Fiscal Sponsorship

Houston Arts Alliance partners with two organizations providing fiscal sponsorship opportunities:

- Fresh Arts
- SWAMP (Southwest Alternative Media Project)

For more information on applying for fiscal sponsorship, please contact these organizations directly.

Project Eligibility: Individuals

Individual applicants must meet **ALL** eligibility criteria. You are eligible to apply if:

- You are currently receiving an **2014-2015 (FY15)** or **2015-2016 (FY16) Individual Artist Grant (IAG)**.
- You are a **physical resident** of the City of Houston prior to the application deadline. Residency is based on your physical residence (home), not a PO Box, studio/workspace or other property you may own. Proof of residency is required.

Project Eligibility: Individuals

- You are an **individual artist or part of a team of individual artists**.
- You are a **U.S. citizen**, or **have permanent/conditional resident status** with the U.S. Citizenship and Immigration Services [USCIS].
- You are at least **18 years of age**.

Project Eligibility: Individuals

- You are **not** a member, or immediate family member, of Houston Arts Alliance's staff or board.
- You **do not have outstanding Final Reports due** for prior Houston Arts Alliance grants.

Project Eligibility: Individuals

- Applicants enrolled in an **arts degree program** are not eligible to apply in their discipline of study
- Applicants cannot serve on an Arts Project Grant Outreach **peer review panel** during their application fiscal year

What **MAY** Be Funded

- **Payments to artists and artist related costs**
- **Marketing and promotion** of the funded activities, including advertising and printing costs
- **Travel and lodging** for artists visiting Houston
- **Event related expenses** such as rental of technical equipment or venue space

What **MAY NOT** Be Funded

- Project activities that do not meet the eligible uses of the Hotel Occupancy Tax
- Existing deficits, loans, interest on loans, fines, penalties or costs of litigation
- Projects or events that are extensions of training (i.e. academic programs, conferences, classes, et cetera)

What **MAY NOT** Be Funded

- Scholarships or cash prizes
- Benefits, galas and projects planned primarily for fundraising
- Travel & lodging outside the city of Houston
- Projects or performances that are regularly occurring events

What **MAY NOT** Be Funded

- Purchase of equipment (except rental costs directly affiliated with the funded project)
- Capital building expenses
- Meals, refreshments and/or catering expense
- Projects or activities which have a primary purpose that is religious

How To Apply

- **Online Grants Application Portal**
- The application portal will be open on **Tuesday, June 7, 2016 at 8:30 a.m.** and close on **Thursday, July 7, 2016 at 5:30 p.m.**
- Access to the application will be available on the HAA website at houstonartsalliance.com/grants/organizations/apg/

Required Support Materials

- **Board of Directors List:** Inclusive of name, professional title, ethnicity and address for each member
- **Brief Description Page** of the artistic materials submitted, to include the date of performance(s), location(s), title(s) and/or performer(s). (Please provide the list chronologically-based on the order you uploaded your application).
- **Artistic Support Materials:** Documents should be uploaded in the appropriate format as indicated in the guidelines

Required Support Materials

- All first-time organization applicants MUST upload their IRS determination letter justifying **501(c)3 status** or a **fiscal sponsorship agreement**.
- All organizations must provide a copy of the full **Funders Report**, for the 2015 fiscal years, from DataArts (formerly Cultural Data Project).

Required Support Materials

Examples of support materials are printed materials including: Programs, fliers, press clippings, posters, videos, pictures, et cetera, as applicable to your artistic discipline or project.

Please make sure you provide the proper scale and clarity for your electronic submissions.

DataArts Cultural Data Profile (CDP)

All organizations **MUST** submit a copy of the full Funders Report for fiscal year 2015.

- The **DataArts Cultural Data Profile** (CDP) offers a powerful online management tool that strengthens the arts and cultural sector.
- Visit www.dataarts.org to create or complete your profile

Application + Review Process

1. Review Criteria

- Artistic/Cultural Merit (40%)
- Administrative Ability (20%)
- Cultural Tourism Impact (20%)
- Audience Development & Community Outreach (20%)

Application + Review Process

2. Staff Review

- Staff reviews applications for **completeness**
- Eligibility and verification of the **501(c)3 status**
- Verification of **residency status**

Application + Review Process

3. Panel Review

Objective and knowledgeable local national and regional arts professionals, marketing professionals, and community members evaluate each application.

- Review based on guidelines.
- Uses the 100 point score system outlined above.

Application + Review Process

4. Committee and Board Approval

Review, finalize and approve funding **recommendations** of the Panel.

Size of Award

Grant requests to Houston Arts Alliance far exceed the funds available for awards, and the maximum allowable award is up to **\$10,000**. **The number of awards made is determined by the following factors:**

- Amount of funding available as projected by City of Houston;
- Peer panel score of the application; and
- Quantity of applications.

Award Notification

- Notification of Award will be provided in **September 2016**
- You will be asked to attend a **required** Award Workshop on the management of your grant

Award Notification

Before a payment is processed, you are required to complete the following:

For Payment 1: An executed, signed copy of the Grant Agreement and required 990 documentation, verified by Grants staff.

Final Payment: A Final Report, due within 45 days after the completion of your program or project .

If the Final Report is not submitted within 45 days of project completion, your Final Payment may be forfeited (should you not have not received an approved extension).

Important Dates

- **Grant Term (For FY17):** October 1, 2016 – September 30, 2017
- **Application opens:** Tuesday, June 7, 2016, 8:30 a.m.
- **Application deadline:** Thursday, July 7, 2016, 5:30 p.m.
- **Panel Reviews:** Week of July 25, 2016
- **Board Approval + Award Notifications:** September 2016

Helpful Tips

- Allow ample time to begin and complete the application
- **Read the guidelines!**
- Write to the funding criteria
- Do not make assumptions
- Describe existing and proposed programs in detail

Helpful Tips

- Avoid generalizations
- Have a reasonable timeline
- Balance your budget for the projected grant period
- Proofread!



University of Houston Clearlake: ComiCulture

comiCulture returned to UHCL September 25-26, 2015. The biannual symposium is dedicated to engaging in scholarly discourse on comics, graphic novels and popular culture. 2015's theme was *Dead/Un-dead: Visualizing Mortality in the Graphic Arts*, although sessions did not necessarily focus on the theme. The confirmed keynote speaker was Tony Moore, co-creator of *The Walking Dead*.



Up Art Studio: Electrical Box Mini-Murals

The idea behind this project is to paint utility boxes, the blank canvases around the city, at every intersection that has a stoplight. This project is intended to help instill civic pride and will beautify streetscapes.

Photo courtesy of Up Art Studio

Contacting Staff

Should you have any questions about the application process, contact Houston Arts Alliance Grants staff at **grants@haatx.com** or **713.527.9330**.

Good luck!



houstonartsalliance

houstonartsalliance.com