

**GUIDELINES
GRANTS FOR ORGANIZATIONS
AND INDIVIDUAL ARTISTS
Fiscal Year 2014**

Arts Project Grant: Outreach Districts

Houston Arts Alliance

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Phone 713.527.9330 • Fax 713.630.5210 • Website: www.houstonartalliance.com



Accessibility and Special Needs

Houston Arts Alliance works to make its grant application process, assistance and workshops open to all interested parties. Applicants with special needs should contact Houston Arts Alliance grants staff. If you would like to attend an application workshop and need special accommodations, please contact Houston Arts Alliance grants staff one week in advance [if possible] at 713.527.9330.



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March 2013

Dear Members of the Houston Arts Community:

It is with great pleasure that we present the Fiscal Year 2014 Arts Project Grant: Outreach Guidelines for Individuals and Organizations of Houston Arts Alliance. These guidelines outline the funding and application process for nonprofit arts and cultural organizations as well as individual artists interested in presenting or producing artistic and cultural activities in the City of Houston, within specified City Council Districts.

Houston Arts Alliance is the City of Houston's partner for the distribution of municipal Hotel Occupancy Tax receipts to support arts and cultural programs in the city. The City of Houston's significant investment in the arts reaches individual artists, organizations of all sizes and artistic disciplines—from experimental visual arts and performance groups, to nationally renowned museums and performing arts institutions, to culturally specific organizations that reflect Houston's diverse populations. We are proud of our long association with the City of Houston and applaud our city leaders for their long-time commitment to investing in the arts for the benefit of our community. The creative endeavors of Houston's arts organizations and artists truly make our city a better place to live, work and visit— indeed, one of the most culturally-rich communities in the country!

The FY 2014 Guidelines reflect changes introduced to streamline the application process and maintain the accountability necessary for the disbursement of public funds. Our focus remains on supporting the wide variety of artistic and cultural programming that is the hallmark of Houston's nonprofit arts industry.

We strongly encourage returning and new applicants to attend a workshop prior to completing your application. We look forward to working with you to serve the citizens and visitors of Houston through the arts.

Sincerely,

Jonathon Glus, CEO

Diem Jones, Director of Grants

OVERVIEW OF HOUSTON ARTS ALLIANCE GRANT PROGRAMS

Houston Arts Alliance seeks to advance the nonprofit arts industry in Greater Houston through its public/private partnership with the City of Houston. Houston Arts Alliance strives to support artistic programs that make Houston an attractive cultural destination and a lively community for its residents. Serving the Greater Houston area, Houston Arts Alliance's efforts directly benefit approximately 220 organizations and individual artists that are committed to providing quality artistic programming to residents and visitors to the Greater Houston area. The Grants for Organizations Program supports the encouragement, promotion, improvement and application of the arts to promote tourism and the convention and hotel industry.

SOURCE OF GRANT FUNDS: Funding for Houston Arts Project Grant category is provided by the City of Houston utilizing Hotel Occupancy Tax (HOT). Each year, the City allocates 19.3% of the municipal Hotel Occupancy Tax receipts to support arts and cultural organizations, as permitted by the Texas Tax Code, through an annual agreement with Houston Arts Alliance. Per state law, revenue from the municipal Hotel Occupancy Tax may be used only to promote tourism and the convention and hotel industry. Organizations applying for and receiving Hotel Occupancy Tax funds are required to adhere to the state laws governing the use of such funds. Only organizations based in the City of Houston are eligible to receive Hotel Occupancy Tax funds for activities that meet the purposes described above. The complete details of the State of Texas Hotel Occupancy Tax Code may be found at our website <http://www.houstonartsalliance.com/grants/organizations/managing-your-grant/>. Among the permitted uses of HOT monies are the following related to arts and cultural activity:

- *The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms [Texas Tax Code Section 351.101(a) (4)].*
- *Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums at or in the immediate vicinity of convention center facilities or visitor information centers or located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates [Texas Tax Code Section 351.101(a)(5)].*

BASIC ELIGIBILITY REQUIREMENTS FOR ALL APPLYING ORGANIZATIONS: In order to be eligible to apply for funding, an organization must have received its IRS 501(c)(3) designation as a public charity no later than March 2012 and maintain the designation current with the IRS; have a history of ongoing artistic/cultural programs for at least one year prior to the application deadline; and be able to submit financial reports to document its revenues and expenses for one full year prior to the application deadline. All applicants for the Arts Project Grant must have filed the required IRS 990 reports posted on www.Guidestar.org.

TERMS OF GRANT SUPPORT: The period of support for this grant cycle is **July 1, 2013**, through **June 30, 2014**. Grant funds cannot be used for budgeted expenses incurred prior to or after the grant term and the matching funds required for the grant must be collected during the grant term. A Final Report will be due no later than August 15, 2014.

POSTING TAX INFORMATION: For all organizational grant applicants, **FY11** (2010-2011) & **FY12** (2011-2012) 990s must be filed with the IRS or on the web database known as **Guidestar.org**, no later than May 24, 2013. No payments can be made until both the FY11 and FY12 IRS 990 are on file with Guidestar.org.

NOTE: If an applicant has been registered only one fiscal year as a 501(c)(3), organization, then only the FY12 990's will be required. To speed up the process, organizations can self-submit their 990s on Guidestar.org. Please visit Guidestar.org for instructions on creating an account and posting your 990s. To post the 990s your organization may be charged a nominal fee.

ARTS PROJECT GRANT: OUTREACH DISTRICTS – AT A GLANCE

This category is open to nonprofit arts and cultural 501 (c)(3) public charity organizations. It is also open to University departments and non-arts nonprofits (community and civic organizations, social service organizations, etc.), as well as individual artists that produce or present arts and cultural activities. Organizations must have been in existence for minimum of three years prior to application date.

The Arts Project Grant: Outreach Districts category provides financial support to aid arts and cultural organizations, as well as individual artists to present or produce arts and cultural programs that serve to: (1) establish a nationally recognized cultural environment that attracts visitors and tourists to the City of Houston; and (2) meet the needs of the culturally diverse residents and visitors of Houston, exclusively in Council Districts; **A** – Brown, **B** – Davis **E** – Martin and **F** – Hoang.

Because funding for this category is City of Houston Hotel Occupancy Tax, the funded projects should impact tourism and the hotel and convention industry. The maximum request is \$5,000 for Individual Artists and \$10,000, for organizations. For organization’s your request cannot exceed 25% of the average of the two previous year’s cash revenues. In addition, no request cannot exceed 50% of project costs.

IMPORTANT DATES			
Application Workshop	Houston Arts Alliance – 1 st Floor		
Gallery Location:	3201 Allen Parkway, Houston TX 77019		
	March 25, 2013	12:00 – 1:00 P.M.	
<i>All applicants are encouraged to attend the application workshop or view the workshop online which will be posted the day after workshop.</i>			
Online Application			
OPENS	March 25, 2013	8:30 A.M.	
CLOSES	Monday, April 26, 2013	5:30 P.M.	
<p>Important: The Online Application includes required support materials which are also required to be uploaded into the Grants Application Portal. Any support materials that cannot be uploaded MUST be communicated to the Grants Department by email at Grants@haatx.com and arrangements made for materials to be received at Houston Arts Alliance’s office no later than 5:30 P.M. on April 26th.</p> <p><i>This is not a postmark deadline. All applications and materials are required to be submitted using the online application portal.</i></p>			

OBJECTIVES FOR FUNDING:

Arts/cultural organizations that operate year-round will generally offer a wide variety of programs. A large number of programs are targeted to the general public and are thus attractive to tourists or serve to advance Houston’s competitiveness as a cultural tourism destination; a smaller number of programs are targeted to specific populations that are not tourism-related.

Funded organizations are not restricted in the types of programs they can offer or include in their application; the only restriction is in how Houston Arts Alliance grant funds are utilized. Since the grants have to be matched with other revenues (and generally most applicants exceed the 1:1 match), it is our experience that most grantees have no difficulty identifying expenses related to programs that meet the requirements of the Hotel Occupancy Tax.

Priority will be given to projects that clearly support the following:

- To provide a consistent funding mechanism for arts and cultural organizations of excellence in the City of Houston.
- Payments to artists and artist related costs; marketing & promotion of the funded activities; production/exhibition related costs.
- To promote cultural tourism by supporting special efforts to entice visitors to include arts activities in their Houston itineraries.
- To advance the artistic, administrative and organizational capacity of arts/cultural organizations.
- To ensure access to the arts for all residents and visitors.
- To stimulate economic and community development through the arts.

ELIGIBILITY:

Only non-arts nonprofits (community and civic organizations, social service organizations, etc.), university departments and individual artists that produce or present arts and cultural projects that are open to the public are eligible **provided that they meet the following requirements:**

Proposed project must take place in one of the following City of Houston Council Districts; **A – Brown, B – Davis E – Martin and F – Hoang.**

1. Project support is not designed to support any one individual or organization’s entire annual expenses, but rather a specific event, series of events or component of a season.
2. 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.
3. Funded activities should, in accordance with the Hotel Occupancy Tax code, enhance and promote tourism and the convention and hotel industry. For more information about the Hotel Occupancy Tax, please see the “Funding Sources” section of the guidelines.
4. The organization has current tax-exempt status under Section 501(c) (3) of the Internal Revenue Service (or the equivalent) as a public charity for at least one year prior to the application deadline.
5. The organization has produced or presented arts or cultural programming during the 12 months prior to the grant application deadline.
6. The organization is physically based and offers events primarily in the City of Houston.
7. The organization is governed by a local board of directors that meets regularly.
8. The organization has a track-record of providing arts/cultural programs and events that are advertised and open to the public.
9. The organization or artist does not have any outstanding Final Reports due from any grant programs to Houston Arts Alliance.

INELIGIBILITY:

1. Any arts/cultural organizations that meet the criteria are eligible for this category, unless their regular programming does not meet the Hotel Occupancy Tax Requirements.
2. We do not accept fiscal agent applications or umbrella organization applications. If an organization is an umbrella organization of a national chapter, the applying organization must have 501(c)(3) status one full year prior to applying and must be based within the City of Houston.
3. Organizations that are based outside the City of Houston or that receive Hotel Occupancy Tax funds through the group agreements with the Houston Museum District or Theatre District Association are not eligible to apply for Arts Project Grants from Houston Arts Alliance.
4. Grantees may not use Arts Project Outreach Grants to support activities that are not consistent with the intent of the Hotel Occupancy Tax, do not benefit the Houston area, or take place outside of the identified Council districts..
5. Activities funded or included in any other Houston Arts Alliance grant application are not eligible for funding. Activities funded by Miller Theatre Advisory Board, Theatre District or Museum District or other Hotel Occupancy Tax sources are not eligible for funding in this category.
6. Organizations that have received GOS or GOSE support from HAA in the past may apply in the APG Outreach category. An organization cannot receive GOS or GOSE funding in the same year that it receives APG Outreach funding.

MATCHING FUNDS REQUIREMENT

The amount of the Arts Project Grant request/award must be matched dollar for dollar from cash revenue other than Houston Arts Alliance or City of Houston Hotel Occupancy Tax. Generally, matching funds from other City of Houston sources will not be accepted. The matching funds must be collected (not just pledged or awarded) during the term of the grant.

SIZE OF GRANT AWARD

Grant requests to Houston Arts Alliance far exceed the funds available for awards. Therefore, an applicant rarely, if ever, receives 100 percent of its request. The maximum request is 50% of a project’s actual expenses up to 5,000 for emerging individual artists, up to \$10,000 for established individual artists and \$10,000 for organizations. The request cannot exceed 25% an the organization’s average of previous two year’s cash revenues (as verified by IRS 990s on Guidestar). or \$.

The size of each grant award is determined by the following factors:

1. Amount of funding available as projected by City of Houston;
2. Peer panel score of the application;
3. Number of awards; and
4. Quantity of applications.

Applications earn points in the panel review process. The higher the score of an application, the larger percentage of that request is awarded. Because of budget limitations, Houston Arts Alliance cannot fully fund all grant requests at full request. Please note that city projections are dependent upon taxes collected.

HOW TO APPLY

The Houston Arts Alliance now has a NEW Online Grants Application Portal!

Please go to the following link to access the online application portal: <http://www.houstonartsalliance.com/grants/e-grant/>

The application portal will be open March 25, 2013, and closes on April 26, 2013, at 5:30 P.M.

We encourage you to review the instructions for using the online application portal before beginning the application process. If you have any questions, please feel free to contact a grants staff member by emailing Grants@haatx.com or calling 713-527-9330.

REQUIRED SUPPORT MATERIALS

The online application will include required support materials that must be uploaded into the Grants Application Portal. Any support materials that are unable to be uploaded MUST be communicated to the Grants Department by email at Grants@haatx.com and arrangements made for materials to be received at Houston Arts Alliance's office no later than 5:30 P.M. on April 26th.

Your application will not be accepted as complete unless you submit the required documents in the portal.

REQUIRED DOCUMENTS FOR UPLOAD	
<ol style="list-style-type: none"> 1. Signed Assurance Page 2. Board of Directors List (Organizations only)- including name, professional title, ethnicity, address, email & phone number for each member 3. Brief Description Page - of the artistic materials submitted to include date of performance, location, title and/or performers, and please provide the list chronologically based on the order you uploaded the submission. 4. Artistic Support Materials - these should be uploaded in the appropriate format as indicated below. <i>(Examples of support materials are printed materials including: programs, flyers, press clippings, posters etc.)</i>, as applicable to your artistic discipline or project. Please make sure you provide the proper scale and clarity for your electronic submissions. 	PDF format Allowable up to 5MB per document uploaded.
FORMAT SUBMISSION	
Movies or Clips	3-5 minute video of supplemental examples MOV format not to exceed 80MB
Public Broadcasting or Marketing Music Clips	3-5 minute recording MP3 or MP4 format
Other visual aides, such as brochures, pictures, programs, flyers, press clippings, posters, etc.	5 – 10 images JPEG format or

REVIEW PROCESS

The review process will consist of staff review, panel review, in person panel interview (if the organization is required to participate in this format per communication from the Grants Department) and board review based on the following criteria:

REVIEW CRITERIA:

All Arts Project Grant applications are reviewed using the following criteria weighted on a rating scale as follows:

ARTISTIC/CULTURAL MERIT (40%)

- Activities that are of high artistic quality or exemplary of the organization's discipline
- Quality of the artists or experts involved in performances, works and/or activities
- Involvement of artists or experts who are knowledgeable of their discipline
- Innovative and creative programming
- Artistic or curatorial staff that shows vision and leadership
- Effective use of artistic resources of the community
- Performance/ exhibition based upon actual or submitted materials
- Effective use of available resources to produce content of the highest artistic merit

ADMINISTRATIVE ABILITY (20%)

- Evidence of board/staff interaction as demonstrated through working committees
- Evidence of leadership and experience of administrative staff
- Evidence of short range and/or long range planning
- Financial stability; balance of earned and contributed revenue
- Accurate record keeping and regular preparation of financial reports
- A board of directors, representative of the community, that meets at least quarterly and sets policies for the organization
- Ability to deliver services effectively
- Established process for board review of financials
- The overall quality of the application, including attention to spelling, grammar and clarity
- Effective management of past Houston Arts Alliance grant(s) including timely submission of reports and timely completion of grants, events, programs and activities
- Diversification of its funding base as evidenced by efforts to secure financial support from the private sector as well as the public sector

CULTURAL TOURISM IMPACT (20%)

- Marketing and public relations efforts to promote activities and programming that may draw tourists and visitors to the city and the region
- Efforts to increase Houston's competitiveness as a cultural tourism destination
- Programming that contributes to creating a regional identity/image of quality and creativity to attract and retain residents and visitors to Houston

AUDIENCE DEVELOPMENT & COMMUNITY OUTREACH (20%)

- Furthering an understanding of and generating interest in the organization's particular art form or discipline
- Efforts to reach and serve visitors and tourists
- Efforts to involve individuals of different backgrounds at the artistic, technical, administrative and board levels
- Outreach efforts to develop future audiences and to reach/serve new, special and/or diverse audiences
- Collaboration with other organizations
- Providing programming in venues and through methods that make the programming accessible to people with disabilities

STAFF REVIEW: Upon receipt of the applications, staff reviews applications for completeness, eligibility and verification of the 501(c)(3) status if you are an organization. When necessary, applicants are asked to revise proposals or supply additional information. Incomplete applications or those that do not meet eligibility requirements cannot be considered and will be returned to applicants. Applicants that do not submit all of the required support materials by the appropriate deadlines will not be eligible for consideration. **The organization's 990s must be posted to Guidestar.org by May 24, 2013. If you are an Individual Artist, the 990 is not a requirement for your application.** Please note that Houston Arts Alliance grants are funded from public tax dollars and, as such, grant records may be subject to the Texas Open Records Act. Applications submitted to Houston Arts Alliance become the property of Houston Arts Alliance and are subject to review by members of the public upon request.

PEER PANEL REVIEW: Peer panels - consisting of objective and knowledgeable arts professionals, artists, community and corporate volunteers and others with arts expertise - evaluate each application using the published funding criteria. Panelists meet to discuss and score each eligible application; their scores are totaled and averaged for each application following the panel meetings.

- Panel meetings are open to the public for observation only. Members of the public that are interested in attending a panel meeting and need special accommodations are asked to notify Houston Arts Alliance grants staff one week prior to the panel meeting when possible.
- Addressing the Panel: All grant applicants are given an equal and set time to respond to questions from the panel or to clarify any comments made by the panel during the review process.
- An organization's application should stand on its own. Site visits are not a part of the review process. Any previous grant file documentation, such as quarterly and/or final reports, may be reviewed at the panel's request. It is the primary responsibility of the applicant to inform the panel about its activities and programs through a high quality submission of the online application and support materials.
- Houston Arts Alliance has a Conflict of Interest Policy for panelists. Panelists must declare their conflicts of interest regarding the organizations being reviewed by their specific panel. Panelists may neither review nor score applicants with whom they have a fiduciary, personal or adversarial relationship currently, in the past twelve months or in the projected grant term. Panelists who have a conflict of interest with an applicant must leave the panel meeting during the discussion of that application.

BOARD REVIEW: Grant recommendations from panels are forwarded to the Houston Arts Alliance Grants Committee for review. The committee, in turn, forwards its recommendations to Houston Arts Alliance Board of Directors for final approval. These recommendations are subject to organizations meeting all requirements prior to issuing a grant agreement. Organizations that are not funded might be asked to attend HAA workshops or other training for further assistance.

ITEMS INELIGIBLE FOR GRANT FUNDS (Applicable to All HAA Grant Programs)

For grants funded with Hotel Occupancy Tax, funds may not be used for activities, programs or events or their administrative costs that are not consistent with the intent of the Hotel Occupancy Tax as defined in Sections 351.101(a)(4-5), 351.101(b) and other applicable sections of the Texas Tax Code. Additionally, Houston Arts Alliance grant funds may not be used for:

1. Capital improvements (construction, renovation, the purchase of permanent (or non-expendable) equipment or real property) unless expressly authorized in the Hotel Occupancy Tax legislation.
2. Funding deficits or budgeted expenses incurred prior July 1, 2013.
3. Expenses associated with touring programs or other travel outside of City of Houston, except for artists/experts being brought to the City of Houston.
4. Tuition costs or costs of instructional programs that have primary impact on individuals or small groups.
5. Organizations whose physical administrative offices are outside of the City of Houston.
6. Projects or events that are extensions of training or academic programs for which participants receive academic credit.
7. Costs related to performances funded by Miller Outdoor Theatre or already funded by Hotel Occupancy Tax.
8. Programs not open and advertised to the general public.
9. Scholarships, purchase of awards or cash prizes.
10. Benefits, galas and projects planned primarily for fundraising.
11. Licensing fees of any kind other than performance royalties.
12. Loans, interest on loans, fines, penalties or costs of litigation.
13. Refreshments, beverages, social functions, parties or receptions.
14. Individuals or projects by individuals (these are funded through Houston Arts Alliance Individual Artist Program).
15. Activities currently funded by another Houston Arts Alliance grant.
16. Projects, productions, workshops and/or programs that include obscene material as defined in Section 43.21, Penal Code of Texas.
17. Religious projects or activities.

Note: Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met:

- a. Funds may not be used for a direct religious purpose.
- b. Funds may only be used to support programming of a secular purpose.
- c. The primary effect of the funding does not advance or inhibit any one religion or faith.
- d. The activity is open to the general public and meets the authorized uses of the Hotel Occupancy Tax.

MULTIPLE APPLICATIONS

Only one application is accepted from an eligible organization. Eligible organizations may participate in projects both as an applicant and as the featured artist/arts group of another applicant. However, no more than two applications per grant cycle may feature the same arts organization (assuming that one is by the organization and the other is under another organization featuring the arts organization as a guest artist). Houston Arts Alliance reserves the right to determine which application will be funded. Applications from more than one organization for the same project cannot be accepted.

AFTER RECEIVING A GRANT

Organizations that are awarded grants by Houston Arts Alliance are required to attend a new grant applicant workshop. The grantee will enter into a grant agreement that clearly states the scope of services and outlines the requirements of the grant. All grant funds are to be used for the stated activities as a requirement of the grant agreement.

SIGNING THE GRANT AGREEMENT: Houston Arts Alliance requires two authorized officials from the awarded organization sign the agreement. One of these officials must be the CEO, executive director, president or board chair of the organization. If the CEO and board president or chairman is the same person, then another non-related officer must sign as second signature. The grant agreement will outline the terms of the grant, scope of services, reporting requirements and legal issues applicable to the funding. Houston Arts Alliance reserves the right to make changes to the grant program policies, schedule or guidelines. If any changes are made, grantees will be notified in writing within 30 days of the change.

INSURANCE: Grantees that are awarded over \$30,000 in funding from the City of Houston from its various grant programs must provide Houston Arts Alliance with proof of the following types of insurance (see below).

1. Worker's Compensation (statutory amounts);
2. Employer's Liability (\$500,000, \$500,000, \$500,000);
3. Commercial General Liability including Contractual Liability to cover Houston Arts Alliance and the City of Houston for the Indemnification (\$500,000/\$1,000,000);
4. Automobile Liability, where appropriate (\$500,000/\$1,000,000); and
5. Copyright Protection (\$500,000/\$1,000,000)—where appropriate.

All insurance must be on an occurrence basis. All grantees must include Houston Arts Alliance and the City of Houston as additional insured and provide Houston Arts Alliance with proof of insurance. It is the responsibility of the grantee to provide updated insurance to HAA throughout the grant term should it lapse. Grantees receiving less than \$30,000 are required to maintain the necessary insurance to conduct their business but do not have to provide proof of insurance to Houston Arts Alliance.

CREDITING SUPPORT OF THE CITY OF HOUSTON AND HOUSTON ARTS ALLIANCE: Grantees are required to acknowledge the support of the City of Houston and Houston Arts Alliance through the use of logos and credit lines on all marketing and promotional materials. Houston Arts Alliance and City of Houston logos can be found on the Houston Arts Alliance website (www.houstonartsalliance.com/news/haa-logo-usage-guidelines/), the credit line is: *"This project (or organization) is funded by a grant or grants from the City of Houston through Houston Arts Alliance."*

GRANT PAYMENT: Grant payments are made in quarterly installments, following the distribution of Hotel Occupancy Tax funds to Houston Arts Alliance from the City of Houston. The initial payment will be made after execution of the grant agreement. As a requirement of the grant agreement there are two quarterly reports, called 2nd and 3rd quarter reports that are to be submitted by the grantee. A payment will be provided after each quarterly report has been submitted and approved. The final payment is dispersed after submission and approval of the Final Report. (Please see the reporting requirements section below.)

Grantees with outstanding reports from previous years are not eligible to receive any payments until the previous grants are closed out. Grantees are ineligible for any future grants if they are in default of a previous grant.

REPORTING REQUIREMENTS

- **APG Outreach** grantees receiving funding from Houston Arts Alliance are required to submit, via the online grants portal, a List of Activities, from which the scope of services will be created for the agreement. An update of the list of activities is required quarterly as new activities or changes to previous grant activities occur. This list, required per Texas Tax Code Section 351.108, should include each scheduled activity, program or event as well as date and exact location address that: (1) is directly funded by the tax or has its administrative costs funded in whole or in part by the tax; and (2) is directly enhancing and promoting tourism and the convention and hotel industry. The List of Activities, which is part of each quarterly report, must be received prior to the issuance of the second and third payments. Additionally, grantees are asked to immediately notify Houston Arts Alliance of changes to the programs and activities proposed in the application. If changes have been made after receipt of an award and occur prior to submission of the 2nd quarterly report, please request to update the changes immediately with the grant staff. During the grant term, grantees are also required to survey their respective audiences during HAA funded public events. A sample survey form can be found online at <http://www.houstonartsalliance.com/grants/managing-your-grant/> This is a sample only; *you will be required to perform all grants reporting within our Grants Management Platform.* Information on logging into the grants management portal and reporting will be provided along with your initial grant agreement and requirements package.
- **FINAL REPORT** is required after the completion of the scope of services and activities specified within the grant agreement. The Final Report includes information and documentation on completed activities, income and expenses for the grant. Documentation for how grant funds were used **must** include copies of every invoice/receipt and check written for grant expenses paid for with Houston Arts Alliance funds. Every check copy and receipt or invoice copy provided to Houston Arts Alliance should be dated during the grant term (between July 1, 2013, and June 30, 2014).

HELPFUL TIPS

- Read the guidelines, criteria and grant application instructions before beginning the application process.
- Plan your narrative following the questions and funding criteria. Plan your answers carefully to avoid repetition.
- Write to the funding criteria. Keep the funding criteria in front of you when preparing your proposal. Remember all applications are reviewed and scored based on how well the applicant meets the funding criteria.
- Don't assume. The panelists who review your proposal may have no knowledge of your organization or its programming. Make sure you describe existing and proposed programs in detail. The application should stand on its own merits. You will be notified of panel review date and required to send a qualified representative(s) who can discuss the budget and program proposed.
- Avoid generalizations. Rather than stating, "We have operated a successful series of concerts for the last four years," use numbers to prove your case. For example, "We have produced six plays with 10-performance runs for the last four years to audiences ranging from 75 to 100 for each performance."
- Proofread. Before submitting your application, have at least one person in addition to yourself proofread your application. If the reader has questions, it is likely the panel will as well. You are advised to create your narrative in Microsoft Word, or comparable software program, utilizing the spell-check, grammar check, and word count features, and then to cut and paste it into the online application. Applications that contain frequent typographical errors, poor grammar or misspelled words do not give a positive impression of the organization and rarely score well. If your narrative doesn't fit into the allowed word limit, it is your responsibility to edit it to fit.
- Balance your budget for the projected grant period (projected income and expenses must balance). Previous years may show deficits or surpluses, since these are actual numbers and not projections.

NEED ASSISTANCE?

Applicants are encouraged to become familiar with the program requirements and criteria before beginning the application process. To speak with grants staff at Houston Arts Alliance or to make an appointment, please call (713) 527-9330 or email Grants@haatx.com

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