

A decorative graphic on the left side of the slide consists of three circles in shades of teal and grey, followed by a vertical line that extends from the top of the circles down to the level of the main title.

# 2016 Arts Project Grant Program

APG & APG-O Application Workshop



# Funding Source

- Houston Arts Alliance receives funding from the City of Houston through the Hotel Occupancy Tax (H.O.T.) of which a portion funds the Arts Project Grant Program.
- Because the Arts Project Program is funded with Hotel Occupancy Tax funds, the funded activities must directly benefit tourism and the convention and hotel industry.





# Purpose of Arts Project Program

The Arts Project Grant category provides financial support to aid arts and cultural organizations 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.



# APG Program Goal

The overall goal of the Arts Project and Outreach Programs is increase visibility of arts organizations in Houston and therein positively impact tourism revenues.

Houston Arts Alliance offers two types of Arts Project Grants that are open to organizations physically based within the city limits of Houston:

- **Arts Project Grant** - The Arts Project Grant supports organizations in the production of arts and cultural programming that serves to establish a cultural environment that attracts visitors and tourists to the City of Houston. The maximum request for a project or event is \$10,000.
- **Arts Project Grant Outreach** - The Arts Project Grant: Outreach Grant supports organizations and individual artists in the production of arts and cultural programming that serves to establish a cultural environment that attracts visitors and tourists to the City of Houston exclusively in: **Council Districts A – Brown, B – Davis, E – Martin and F – Hoang**. The maximum request for a project or event is \$10,000.



# Project Eligibility

## Arts Project Grant applicants must meet all the following criteria:

1. Applicant must be an organization that presents arts/cultural programming, and must be in existence and for 1 year prior to the funding opportunity. The organization also must have 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
2. Applicants who are NOT currently receiving General Operating Support Grant funding can apply.
3. Project support is not designed to support any one organization's entire annual expenses, but rather a specific event, series of events or component of a season.
4. 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.
5. 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.
6. The organization is physically based and offers events in the City of Houston.
7. The organization is governed by a local board of directors that meets at least quarterly.
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 does not have any outstanding Final Reports due from any grant programs to Houston Arts Alliance.



# Project Ineligibility

1. Organizations that are based outside the City of Houston.
2. Organizations may not use Arts Project or 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 City of Houston.
3. Activities funded by Houston Arts Alliance or included in any other HAA grant applications are not eligible for funding. Activities funded by Miller Theatre Advisory Board, Theatre District, Museum District or other Hotel Occupancy Tax sources are not eligible for funding in this category.



# Application & Review Process

## ○ Review Criteria

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

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

## ○ Staff Review

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

## ○ 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.

## ○ Committee and Board Approval

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



# Matching Funds Requirement

Matching Funds is **not** a requirement for either the APG or APG-O programs.

If you have “other funds” donated, in-kind or sponsored, please provide that information in the budget section. This information clarifies your project expenses beyond the \$10,000 request.





# Size of the Award

Grant requests to Houston Arts Alliance far exceed the funds available for awards, and the maximum allowable award is \$10,000.

1. The size of each grant award is determined by the following factors:
2. Amount of funding available as allocated by City of Houston;
3. Peer panel score of the application;
4. Quantity of applications.



# Budgets

In reporting revenues for purposes organizations cannot include revenues that are:

- In-kind donations,
- Used for debt reduction,
- Used for capital campaigns,
- Derived from for profit school(s) or academies,
- Received from the Theater or Museum District, Miller Theatre Advisory Board or other City of Houston sources,
- Revenue from one-time large sources of income (such as bequest or one-time special grants that are greater than 10% of total revenue), or earned revenue from touring activities outside of Texas.

**Organizations are required to post their most recent 990s on [Guidestar.org](https://www.guidestar.org)  
Do not submit paper copies of your 990s**



# Budget Worksheet

## Budget Worksheet

<b>Expense Type</b>	<b>Projected HAA Funds Allotted</b>	<b>Paid with Other Funds</b>
Personnel - Administrative		
Personnel - Artistic		
Personnel - Fringe Benefits		
Personnel - Technical		
Production - Exhibit Rental Fees		
Production - Other Production Costs		
Production - Shipping and Transportation		
Professional - Administrative (Contracted)		
Professional - Artistic		
Professional - Technical		
Professional - Travel		
Misc - Equipment Rental		
Misc - Insurance		
Misc - Marketing/Promotion		
Misc - Postage		
Misc - Printing		
Misc - Space Rental		
Misc - Supplies and Materials		
Other Expenses		
<b>Totals</b>	<b>\$0.00</b>	<b>\$0.00</b>



# Important Dates

- **Grant Term:**

FY2016 (July 1, 2015– June 30, 2016)

- **Application is available on Online:**

**Monday; March 16, 2015 and Closes- Thursday; April 16, 2015**

<http://www.houstonartsalliance.com/grants/organizations/APG>

- **Application & Support Materials Due Online:**

Support Materials are uploaded within the application portal



# How to Apply

- ***The Houston Arts Alliance now has a NEW Online Grants Application Portal!***
- The application portal will be TBD . You will be able to access the Grants Portal via the following link:

<http://www.houstonartsalliance.com/grants/organizations/apg>

Please fill out the application in it's entirety including uploading of required support documents. As a convenience the ability to upload support documents are included in the grants portal

If you have any questions, please feel free to contact a grants staff member by emailing [Grants@haatx.com](mailto:Grants@haatx.com) or calling 713-527-9330



# Required Documents

REQUIRED DOCUMENTS FOR UPLOAD	
<ol style="list-style-type: none"> <li><b>1. Board of Directors List</b>- including name, professional title, ethnicity, address, email &amp; phone number for each member (adhere to the format as requested).</li> <li><b>2. Brief Description Page</b> - 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.</li> <li><b>3. Artistic Support Materials</b> –documents should be uploaded in the appropriate format as indicated below. <i>(Examples of support materials are printed materials including: programs, flyers, press clippings, posters, videos, pictures etc.)</i>, as applicable to your artistic discipline or project. Please make sure you provide the proper scale and clarity for your electronic submissions.</li> </ol>	<p>Word or PDF format</p> <p>Word or PDF format</p>
FORMAT SUBMISSION	
Movies or Clips (Please upload the best format possible to allow panelists the ease of viewing. Any unnecessary narrative that does not depict artistic merit should not be included, as the panelist will have limited time to review your material).	3-5 minute video of supplemental examples MOV format , Vimeo.com
Public Broadcasting or Marketing Music Clips (Please upload the best format possible to allow panelists the ease of viewing.)	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



# Cultural Data project (CDP)

- The **Texas Cultural Data Project** (Texas CDP) offers a powerful online management tool that strengthens the arts and cultural sector.
- Visit <http://www.txculturaldata.org> to complete your profile



# More on CDP

## APG Applicants:

We encourage you to begin thinking about getting acquainted with the Cultural Data project (CDP) as a robust and useful tool at your disposal for reporting the great work you do as an organization. Before you apply this year, consider completing the Data Profile for Fiscal Year 13 by following the directions below.

While this is **NOT** required we strongly suggest you try and complete it should you have the capacity to do so. Keep in mind you will be required to provide the full funder report with your application for FY17.

## Regarding the Cultural Data Project (CDP):

In an effort to have all HAA grantee organizations participating in the CDP, we ask you to please submit a copy of the full Data profile for the 2013 fiscal year as part of your supplemental materials. This can be done by following the instructions below:

- Register the organization and create an account with the Texas Cultural Data Project at [www.txculturaldata.org](http://www.txculturaldata.org)
- You will create one account, login, and password for the organization. If more than one person is responsible for entering data this login and password will be shared among all users.
- Complete, at minimum, one Data Profile for the 2013 Fiscal Year (FY 2013)
- After you have finished entering in all data for FY 2013 you will submit the Data Profile to the CDP by clicking on the 'Check & Submit' button. This will take you through an automated error check. Once you have corrected all errors you will be able submit the Data Profile to the CDP. (At this time the Data Profile will be closed for editing, but if a change needs to be made to any of the data the CDP Support Center will be able to re-open it.)
- From a submitted Data Profile click on the 'Print' button which will generate a PDF version of the full Data Profile, download this and save it to your computer to be uploaded with the Supplementary Materials
- If the Data Profile has not been completed and submitted into the CDP database the PDF will show a 'DRAFT' watermark. Data Profiles for FY 2013 in draft form will not be considered.
- Include a copy of the full Data Profile for the 2013 Fiscal Year as part of the Supplementary Materials if you have them available

For more help or any question regarding the CDP please contact the Support Center at 877.707.DATA (877.707.3282) or [help@culturaldata.org](mailto:help@culturaldata.org).

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You can find helpful tips to get you started here: <http://www.txculturaldata.org/private/gettingstarted.aspx>.





# Award Notification

- Notification of Award will be provided in July.
- You will be invited to an Award Workshop to discuss management of the grant.
- Before a payment is processed, you are required to complete the following:

- **Payment 1:**

An executed signed copy of the Grant Agreement, confirmed insurance and required 990 documentation have been verified by our staff.

- **Final Payment**

A Final Report – due within 45 days after the completion of the program or project \*If the Final Report is not submitted within 45 days of **Project Completion**; the final payment can be forfeited if you have not received an approved extension.



# Contacting Staff

SHOULD YOU HAVE ANY QUESTIONS ABOUT THE APPLICATION PROCESS,  
PLEASE EMAIL STAFF AT: [Grants@haatx.com](mailto:Grants@haatx.com) or call 713.527.9330

Good Luck!