

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 upwards and then turns left to frame the text.

2014 Arts Project Grant Program

APG-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 Individual Artist 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) (2) meet the needs of the culturally diverse residents and visitors of Houston.



APG Program Goal

- The overall goal of the *Arts Project Grant Program* is to increase visibility of arts organizations in Houston and therein positively impact tourism revenues.



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 & regional arts professionals, marketing professionals, and community members, evaluate each application.**
 - Review based on guidelines.
 - Uses a 100 point score system.

○ Committee and Board Approval

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



Project Eligibility

Arts Project Grant applicants must meet all the following criteria:

- Applicants and arts/cultural organizations that have not received a Houston Arts Alliance GOS/E or Continuation grant in the past two consecutive years must apply in the APG category.
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- 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.
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- 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.
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- 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.
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- 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.
- The organization has produced or presented arts or cultural programming during the 12 months prior to the grant application deadline.
- The organization is physically based and offers events primarily in the City of Houston.
- The organization is governed by a local board of directors that meets regularly.
- The organization has a track-record of providing arts/cultural programs and events that are advertised and open to the public.
- The organization does not have any outstanding Final Reports due from any grant programs to Houston Arts Alliance.



Project Ineligibility

- 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.
- 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.
- 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.
- Organizations may not use Arts Project 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.
- 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.
- Organizations that have received GOS or GOSE support from HAA in the past may apply in the APG category. An organization cannot receive GOS or GOSE funding in the same year that it receives APG 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 the 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 \$10,000, and cannot exceed 25% of the organization's average of previous two year's cash revenues (as verified by IRS 990s on Guidestar). Most grants awarded in the Arts Project Grant program range between \$2,000 and \$5,000.

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

The Arts Project Grant program accepts applications from past organizational grantees who have not received an award within the most recent two years.



Important Dates

- **Grant Term:**

FY2014 (July 1, 2013– June 30, 2014)

- **Application is available on Online:**

February 23rd

<http://www.houstonartsalliance.com/grants/FY14/APGApplication>

- **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 open February 23, 2013, and closes on March 25, 2013, at 5:30 P.M
- You will be able to access the Grants Portal via the following link:
<http://www.houstonartsalliance.com/grants/FY14APGApplication>

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

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 Documents

REQUIRED DOCUMENTS FOR UPLOAD	
<ol style="list-style-type: none"> 1. Signed Assurance Page 2. Board of Directors List- 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
FORMAT SUBMISSION	
Movies or Clips	3-5 minute video of supplemental examples MOV format
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



Award Notification

- Notification of Award will be provided in August.
- You will be invited to an Award Workshop, where we will distribute contracts.
- 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.

- **Payment 2 and 3:**

Completed quarterly reports submitted and approved by 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.



Contacting Staff

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

Good Luck!