



FY 2018

Arts Project Grant

Arts Project Grant Outreach

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 Grant

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;
- (2) meet the needs of the culturally diverse residents and visitors of Houston.



Project Eligibility

This category is open to:

- ❑ nonprofit arts and culture organizations
- ❑ groups of artists (through fiscal sponsorship)
- ❑ non-arts/culture nonprofits
(community and civic organizations, social service organizations, etc.)
- ❑ university departments that produce or present arts and cultural projects that are open to the public



Eligibility Criteria

1. 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.
 - Eligible projects must involve the creation and presentation of an original work of art, art experience;
 - All projects must have a start and ending date within the eligible funding period;
 - Applicants may only apply for support of annual events if the applicant can demonstrate how the project is unique and worthy of support within the particular funding period. Project content must change from year to year.



Eligibility Criteria

2. Organizations must have current tax-exempt status under Section 501(c) (3) of the Internal Revenue Service (or the equivalent) as a public charity and have ongoing artistic/cultural programming;
3. The organization is physically based and offers events in the City of Houston;
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.



Eligibility Criteria

- 6.** The organization is governed by a local board of directors that meets at least quarterly.
- 7.** The organization has a track-record of providing arts/cultural programs and events that are advertised and open to the public.
- 8.** Applicants who are NOT currently receiving General Operating Support Grant funding, can apply.
- 9.** The organization does not have any outstanding Final Reports due from any grant programs to Houston Arts Alliance.
- 10.** Fiscally sponsored applicants should review “Fiscal Sponsorship” section of the guidelines.



Religious organizations

Religious organizations or groups closely affiliated with religious organizations may receive funding if all 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



Eligibility Criteria

- 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
 - Museum District
 - other Hotel Occupancy Tax sourcesare **not eligible** for funding in this category.



What may be funded

- Payments to artists and artist related costs;
- Marketing & promotion of the funded activities, including advertising and printing costs;
- Production/exhibition related 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)**
- **Costs related to performances or programs already funded by Hotel Occupancy Tax (through the Houston Arts Alliance, Miller Outdoor Theatre, Houston Museum District Association, or Theater District Improvement);**
- **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;**
- **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.**



FISCAL SPONSORSHIP

- Organizations that do not have 501 (c)(3) tax exempt status with Internal Revenue Service, but do have a charity designation with the State of Texas and have a history of ongoing artistic/cultural programs;
- - Organizations that are currently in the process of obtaining Internal Revenue Code section 501 (c)(3) tax status and have a history of ongoing artistic/cultural programs;
- - Groups of two or more artists and/or art producers (arts managers, agents, promoters, curator, entrepreneurs and etc.) have proven track record of producing art and art projects in their respective disciplines. *All members of the groups will be required to provide their proof of residency within City of Houston.*



FISCAL SPONSORSHIP

Organizations/Individuals	Fiscal Sponsorship Required
Organizations holding current tax-exempt status under Section 501(c) (3) of the IRS	NO
Organizations that do not have 501 (c)(3) tax exempt status with Internal Revenue Service, but do have a charity designation with the State of Texas	YES
Organizations that are currently in the process of obtaining Internal Revenue Code section 501 (c)(3) tax status	YES
Groups of two or more artists and/or art producers (arts managers, agents, promoters, curator, entrepreneurs and etc.)	YES



How to Apply

- *Online Grants Application Portal*

Portal opens - **Friday, March 3rd, 2017 @ 8:30 am**

Portal closes- **Monday, April 3rd, 2017 @ 5:30 pm**

- Access to the application will be available on the HAA website at:

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



Project Budget

Project Income

Source of income	HAA requested funds	Other funds

Project Expenses

Expenses	HAA requested funds	Other funds



Operating Budget

Annual Total Operating Budget: Year 1 – 2016 (actual)

Revenue for FY 2016	
Expense for FY2016	
Deficit/Surplus FY2016	

Year 2 – 2017 (projected)

Revenue for FY 2017	
Expense for FY2017	
Deficit/Surplus FY2017	

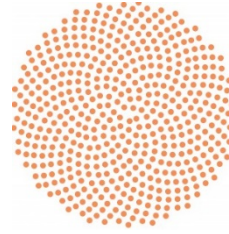


Required Support Materials

- **Board of Directors List** (*organizations only*) - including name, professional title, ethnicity, address, email & phone number for each member (adhere to the format as requested).
- **Artistic Support Materials** - these should be uploaded in the appropriate format as indicated below. (Examples of support materials are printed materials including: programs, flyers, press clippings, posters, videos, pictures etc.), as applicable to your artistic discipline or project. Please make sure you provide the proper scale and clarity for your electronic submissions.
- **DataArts Funders Report** (*organizations only*) – Organizations must upload the funders report reflecting data for FY16 (fiscal year ending 2016).
- All first time applicant organizations **MUST** upload their **IRS determination letter** verifying 501(c)(3) status
- All fiscally sponsored organizations and groups of individuals must upload their **Fiscal Sponsorship Agreement**;



DataArts



DataArts™

All organizations **MUST** submit a copy of the full Funders Report for the fiscal year ending **2016!**

If your organization already has completed Data Profiles for multiple years (i.e. FY 2015 and either FY 14 or FY 13) you may include a copy of the Data Profiles for each completed fiscal year with application, but at this time only FY 2016 is required.

DataArts instructions:

http://houstonartsalliance.com/images/uploads/main/DataArts_-_FY18_Instructions.pdf

Failure to submit the DataArts Funders Report will result in a 25% administration score reduction and jeopardize future funding.

For more help or any question regarding the ***DataArts Funders Report*** please contact the Support Center at 877.707.DATA (877.707.3282) or help@culturaldata.org.



Review Criteria

ARTISTIC/CULTURAL MERIT 40%

ADMINISTRATIVE ABILITY 20%

CULTURAL TOURISM IMPACT 20%

**AUDIENCE DEVELOPMENT &
COMMUNITY OUTREACH 20%**



Review Process

❑ Staff review

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

❑ Peer Panel Review

- Local, national and regional arts professionals, and community members evaluate each application.
- Review based on guidelines.
- Uses the 100 point score system outlined above.

❑ Grants Committee Review & Approval

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

❑ Board Review & Approval

❑ Mayors Office of Cultural Affairs approval



Receiving a Grant

- Notification of Award will be provided in June 2017
- Awarded applicants will be invited to an Orientation Workshop to discuss management of the grant.
- Signing the Grant Agreement
- Grant Payment: **50%** upon signing **grant agreement**
50% upon submission and approval of the **Final Report**

Crediting Support

All printed, broadcast, electronic materials and announcements pertaining to your grant should have the following credit line:

(INSERT NAME OF ORGANIZATION) is funded in part by the City of Houston through Houston Arts Alliance.

When logos are displayed both the City of Houston and Houston Arts Alliance logos shall be used. The City of Houston seal will always be twice as large. You will find logo information and instructions at the following link:

<http://houstonartsalliance.com/grants/resources/>





Important Dates

- **Grant Term for FY2018:** July 1, 2017 – June 30, 2018
- **Application opens:** Friday, March 3rd, 2017, 8:30 am
- **Application deadline:** Monday, April 3rd, 2017, 5:30 pm
- **Panel Reviews:** Week of April 24-28, 2016
- **Board Approval and Award Notifications:** June 2016



Opportunities

OPEN HOUSE

- **March 8th, 2017 from 1:00 - 5:00 p.m.**
- **March 9th, 2017 from 1:00 - 5:00 p.m.**

Please register on HAA website



Helpful Tips

- **Read the guidelines!**
- **Write to the funding criteria**
- **Don't assume**
- **Describe existing and proposed programs in detail**
- **Avoid generalizations**
- **Have a reasonable timeline**
- **Balance your budget for the projected grant period**
- **Proofread!**

A decorative graphic consisting of three circles (dark teal, light teal, and grey) and a vertical line that intersects them.

2017 Arts Project Grant OUTREACH

Council Districts E, F, K



FY18 APGO

- nonprofit arts and culture organizations
- groups of artists (through fiscal sponsorship)
- non-arts/culture nonprofits (community and civic organizations, social service organizations, etc.)
- university departments that produce or present arts and cultural projects
- **Individual artists**



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!

