

City's Initiative Program

Fiscal Year 2017

Grant Guidelines

Purpose of the City's Initiative Program

- The City's Initiative (CI) program provides a one-time grant to City of Houston nonprofit arts or cultural organizations for **special opportunities** that are not part of the applicant's annual budget or regular programming/annual events and helps bring cultural tourism to Houston. An example could be the opportunity to present an artist or performance that was not included in an annual season or an unanticipated invitation to perform or exhibit in Houston. Awards are restricted to artistic and marketing costs, with a maximum available of \$10,000.

Eligibility Requirements

Houston-based nonprofit arts and cultural organizations are eligible to apply, provided they meet all the following requirements:

- Applicant must meet with the Director of Grants, Programs & Services before submitting an online application. You may request a meeting by emailing the Grants department at grants@haatx.com.
- Applicant is a currently IRS recognized 501(c)(3) nonprofit arts or cultural organization or other type of nonprofit organization that regularly presents arts events or arts projects.
- Applicant has been in operation for at least one full year prior to the grant application deadline.
- Applicant and event is physically based in the City of Houston prior to the application deadline. Residency is based on the organization's physical residence, not on a P.O. Box.
- Applicant can apply as an individual organization, partnership (2 organizations) or as a consortium (3 organizations). Funding of the award will go to the lead applicant /organization acting as primary recipient for the partnership or consortium. A "partnership" cannot consist of organizations that have been funded in the last year individually. This partnership or consortium will not be penalized individually from future funding under the 24 month rule.
- Organizations considering applying through a fiscal sponsorship agreement must have 1) met with Houston Arts Alliance Grants staff to be pre-approved to apply 2) have fiscal sponsorship agreement in place prior to application deadline.
- Applicant may request no more than 50% of previous year's cash revenues as demonstrated in the submitted IRS 990 (if required) or internal financial statement.
- Applicant may only apply for an activity or program not previously funded with a City's Initiative Grant, or any other Houston Arts Alliance grant program.
- Applicant must wait a minimum 24 months after receipt date on official award letter from the City's Initiative Program before submitting another application.

- ❑ Project for which funds are being requested must meet the requirement of the Hotel Occupancy Tax (Texas Tax Code Ann., Section 351.101), which mandates funds must be used to promote tourism. <http://texansforthearts.com/wp-content/uploads/2011/05/TX-HOT-Tax-Code-351.001.pdf>
- ❑ If the applicant is a existing or previous grantee, it must be "current" on all grant agreements and submitted and received approval of all previous final reports.

Fiscal Sponsorship Eligibility Requirements:

Houston Arts Alliance accepts project applications from organizations or groups of artists via fiscal sponsors with the cases listed below:

- ❑ 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 at least one year prior to the application deadline;
- ❑ Organizations that do not have 501 (c)(3) tax exempt status with Internal Revenue Service, but do not have charity designation with the State of Texas and have a history of ongoing artistic/cultural programs for at least one year prior to the application deadline;
- ❑ Groups of two or more artists with proven track record of producing art and art projects in their respective disciplines for at least two years prior to the application deadline. All members of the group will be required to provide their proof of residency in the City of Houston.

All fiscally sponsored applicants must be physically based and offer programming within the City of Houston. The organizations will be required to provide their addresses. No P.O. Boxes will be accepted as proof of residency.

A fiscally sponsored individual artists nor individual artists are not eligible to apply for the City's Initiative grant category.

The Houston Arts Alliance partners with two organizations providing fiscal sponsorship opportunities. For more information on applying for fiscal sponsorship, please contact the organizations directly.

- ❑ Fresh Arts – <https://www.fresharts.org/content/fiscal-sponsorship>

What May Be Funded:

1. Marketing & promotion of unique one-time events including advertising and printing costs
2. Artist fees
3. Travel and lodging for visiting artist
4. Event related expenses such as rental of technical equipment or venue space.
5. Emergencies, which can be defined as acts of God or other extreme events. Funds cannot be used for past debt or unsuccessful fundraising.

What May Not Be Funded:

1. Programs and projects where application is submitted 90 days less than the project start date.
2. Project activities that do not meet the eligible uses of the Hotel Occupancy Tax, as outlined in the

Texas Tax Code Chapter 351: <http://texansforthearts.com/wp-content/uploads/2011/05/TX-HOT-Tax-Code-351.001.pdf>

3. Existing deficits, loans, interest on loans, security deposits, fines, penalties or costs of litigation.
4. Projects or events that are extensions of training (i.e academic programs, conferences that are insular in nature and not open to the general public, classes and workshops)
5. 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)
6. Scholarships or cash prizes
7. Benefits, galas and projects planned primarily for fundraising
8. Projects or performances that are regularly occurring events.
9. Projects or activities which have a primary purpose that is religious. 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
10. Purchase of equipment (except rental costs directly affiliated with the funded project or program)
11. Capital building expenses
12. Meals, refreshments and/or catering expense

Deadline for Applications

Complete the online application no later than 5:30 p.m. on the LAST Friday of alternating months **(at least 90 days prior to planned event)**: Applicants accepted during the months of August, October, December, February, April & June.

Application Deadlines	Project Timeframe
Friday, June 26, 2016, 5:30pm	For projects beginning after Thursday, September 22, 2016
Friday, August 26, 2016, 5:30pm	For projects beginning after Thursday, November 24, 2016
Friday, October 28, 2016, 5:30pm	For projects beginning after Thursday, January 26 2017
Friday, December 30, 2016, 5:30pm	For projects beginning after Thursday, March 30, 2017
Friday, February 24, 2017, 5:30pm	For projects beginning after Thursday, May 26, 2017
Friday, April 28, 2017, 5:30pm	For projects beginning after Thursday, July 27, 2017
Friday, June 23, 2017, 5:30pm	For projects beginning after Thursday, September 22, 2017
Friday, August 25, 2017, 5:30pm	For projects beginning after Thursday, November 23, 2017
Friday, October 27, 2017, 5:30 p.m.	For projects beginning after Thursday, January 25, 2018

How to Apply

- ❑ It is required that a prospective applicant contact the Grants Department by emailing Grants@haatx.com prior to preparing an application to ensure eligibility and to schedule a meeting with the Director of Grants, Programs & Services.
- ❑ Complete the City's Initiative Program grant application, and include all required attachments per the application instructions.

Application Sections:

Narrative

Prequalifications for City's Initiative:

Project Summary; provide a brief project summary of your project in 2-3 sentences with 50 words or less. From the drop down menu, select your responses for the following questions, elected officials district, grant amount requested, total project budget and project begin and end dates. **Note:** A project can only be considered for funding if application is submitted 90 days or more before the project start date.

This detail will be used in grant awarding contracts, advertisement and other HAA collateral if awarded.

Project Narrative

Should include:

- Detailed description of your full project, event or program, including dates, venue, scope and goals.
- Describe the artists involved in the project, program or event.
- Indicate how your organization's promotion and marketing plans will meet the requirements of the Hotel Occupancy Tax, which is to promote tourism and the convention and hotel industry.

Describe how your project or event is distinguished from your regular programming.

Budget

Project Budget: Complete the required Project budget section which includes two categories of expenses (HAA Funds Allotted) and (Paid with Other Funds). Both sections added together will be considered your full project budget. See example below for a project budget of \$19,000.

Income Category	HAA Grant	Other Funds
HAA Grant	\$10,000	0
Corporate Sponsorship	0	\$9,000

Expense Category	HAA Grant	Other Funds
Artists Fees	\$5,000	
Marketing	\$3,000	\$2,000
Artists Travel	\$2,000	\$7,000
Total	\$10,000	\$9,000

Anticipated Expenses: When listing the proposed expenses for the project use the designated expense categories (make the category selections by clicking on the drop down option in the application).

Anticipated Revenue: Include the amounts that you expect to raise from other sources such as sponsorships/cash, in-kind donations, ticket sales and concessions. Indicate if contributions will come from foundations, corporations or individuals and if the funds are committed or anticipated. Please note this detail in your project narrative to support what is documented in the project budget section. This section should

equal the full project budget, however it can exceed the total project budget but never be less.

Budget Narrative: Please explain any detail that would support your project budget, such as overages, sponsorship, in-kind contributions that have a cash value associated, as well as other committed and anticipated funds other than the HAA grant request.

Support Materials

No support materials will be accepted after the application deadline unless requested by Houston Arts Alliance Grants staff or the Mayor's Office of Cultural Affairs.

Required Attachments: (If applicant has not received funding from HAA in FY17 July 1, 2016 – June 30, 2017)

- Current Board List (indicating names, addresses, gender and ethnicity)
- IRS 501(c)(3) Determination Letter and most recent 990 if you are a new applicant.
- Fiscal sponsorship agreements must be submitted for all fiscally sponsored applications.

Supplemental Attachments

- Confirmation Letters or collateral from the venue/location where the event will take place
- Partnership Agreement specifying roles and responsibility in the project. All agreements or letters must have each organization representative's signature
- Artist materials such as biographies or examples of artistic merit relative to the project or event
- Photographs and video may be submitted as examples of artistic merit.

How Applications Are Processed

- Applications that are received by the bi-monthly deadline are reviewed for eligibility and vetted for completeness by Houston Arts Alliance Grants staff.
- Incomplete applications will not be accepted. Each complete and eligible application is forwarded to the HAA Grants Committee. This committee, comprised of members who are experienced in the arts and nonprofit management, review the application, and make recommendations for funding. The recommendations are ratified by Houston Arts Alliance Grants Committee and is forwarded to the Mayor's Office. The Mayor's Office makes the final determination and sends out notification accordingly.
- Applications are evaluated based upon: 1) artistic, tourism and cultural merit, 2) marketing strategy to attract tourists and visitors to the City of Houston, and serve the convention industry; 3) evidence of community support (letters of endorsement); and 4) administrative ability of the organization as determined by its project budget, program quality, artistic merit, and any previous grant history with HAA.

Review Criteria:

Grants committee will use the following criteria to evaluate the application.

Artistic, Tourism and Cultural Merit:

- Activities that are high artistic quality
- Quality of the artists or experts
- Curatorial staff that shows leadership
- Programming that contributes to creating a regional identity

Marketing strategy to attract tourist and visitors to the city of Houston and serve the convention industry:

- Marketing and public relations efforts to promote activities
- Efforts to reach and serve visitors and tourists

Evidence of Community Support:

- Letters of endorsement
- Collaborations with other organizations
- Uses knowledge of community to drive its work
- Is open to the public and welcomes all
- Demonstrates that the organization understands, works with and serves its community

Administrative Ability

- Evidence of leadership and experience of administrative staff
- Demonstrates financial stability
- Overall quality of the application
- Has clear plans to implement the project and achieve the stated project goals

After Grant Approval

- The applicant is notified by the Mayor's Office of final decision. Once awarded, you will receive notification via email of your award and contract from HAA Grants Department. All grantees are required to sign contract and submit financial forms electronically.
- **Agreements and Payments:** Once the **Houston Arts Alliance** has received the electronically signed contract and financial forms, processing of the award begins. Payments are made in two installments of 50/50, with final payment paid **after** the Final Report is approved.
- **Final Report:** Within 45 days of the completion of the activity the grantee is required to submit a Final Report summarizing the completed project detailing the use of the grant funds. This date will be included in your contract. The Final Report document and instructions will be available on the HAA website under the City's Initiative section.
- **Credit Line:** All grantees must use the following credit line: The credit line should read as follows: (INSERT NAME OF ORGANIZATION) is funded by a grant from the City of Houston through Houston Arts Alliance. You will find logo information and instructions at the following link: <http://www.houstonartsalliance.com/news/haa-logo-usage-guidelines>.

Grantee Responsibilities

The Grantee is responsible for completing the project for which funds are awarded and complying with the terms of the Grant Agreement. If the grantee does not complete the terms of the grant, the grantee will be ineligible to apply for at least 24 months and is subject to reversion of funds until it has been closed properly.

A minimum of two tickets/passes to the event shall be made available at no cost the Houston Arts Alliance. Please send any tickets or invitations to the to the Director of Grants, Programs & Services.

All Grantees that offer HAA funded events that are open to the public must list them on the Artshound online calendar. To add your event, go to www.artshound.com and scroll down the left side menu to "Submit Your Info" and click on "Submit a Listing." Grantee is also responsible for making any necessary changes throughout Term of agreement.