

## FESTIVAL GRANT GUIDELINES FOR 2018

### OVERVIEW

The Festival Grant program provides support of up to \$10k to fund art festivals or art components of cultural festivals to celebrate Houston's diversity and promote the city's creative identity as a unique arts and culture destination. Festivals are defined as special events that are periodical (often annual) occurring within a limited period of time and should be inclusive and accessible to the general public. Festivals can present various performing, visual and folk arts or could be specific to a particular artistic discipline. Collaborative efforts utilizing the strength and knowledge base of more than one organization are highly encouraged.

### WHO CAN APPLY

1. Organizations with current tax exempt status under Section 501(c) (3) of the IRS as a public charity;
2. Organizations that are physically based in the City of Houston;
3. Eligible programs include stand-alone art festivals or art components of cultural festivals;
4. Fiscally sponsored organizations and groups of artists (please see the "Fiscal Sponsorship" section).

**Note:** Festivals receiving funds from other HOT funded grant programs are not eligible to apply;

### WHAT MAY NOT BE FUNDED

Ineligible expenses per the HOT ordinance can be found here: <http://houstonartsalliance.com/grants/resources/>

### FISCAL SPONSORSHIP

Review Fiscal Sponsorship here: <http://houstonartsalliance.com/grants/organizations/fiscalsponsorship>

### HOW TO APPLY

1. Please visit the Houston Arts Alliance website under the [New Grant Opportunities](#) tab to locate access to the online application portal link. Once you are at the application website log in or new users will need to create a new username and password.
2. You may attend a workshop listed online: ([Workshops](#)) or email [Grants@haatx.com](mailto:Grants@haatx.com) to set up a meeting with the grants staff to discuss your idea and get a better understanding of what your application should highlight about your idea.
3. Submit your application by April 9, 2018 at 5:30 pm.

**The application portal will open on March 9, 2018 at 9:00 a.m. and close on April 9, 2018 at 5:30 p.m.  
Application deadline is April 9, 2018 at 5:30 pm.**

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

### Complete online application includes:

- Completed application form;
- Marketing plan template (please see the [Support Materials Guide](#));
- 501(C)(3) letter. If fiscally sponsored, Fiscal Sponsorship Agreement.
- DataArts Funders Report for the latest completed fiscal year ([www.culturaldata.org](http://www.culturaldata.org));
- Short biographies of key artists and artistic director/curator;
- Work samples (up to 4 work samples can be uploaded to the online application).

#### Houston Arts Alliance

3201 Allen Parkway, Suite 250 • Houston, TX 77019

Phone 713.527.9330 • Fax 713.630.5210 • [Grants@haatx.com](mailto:Grants@haatx.com) • [www.houstonartalliance.com](http://www.houstonartalliance.com)

## REVIEW PROCESS

Applications received by Houston Arts Alliance undergo a multi-step review process that includes staff and committee review and board approval as well as approval from the Mayor's Office of Cultural Affairs.

**Staff Review:** Upon receipt of the applications, staff reviews them for completeness, eligibility and residency status. Incomplete or ineligible applications cannot be considered. Applicants who do not submit all of the Required Support Materials online by the appropriate deadlines will not be considered.

**Panel Review:** The panel consisting of members of HAA's Grants Committee and outside panelists will evaluate each application using the published funding criteria. The scores are totaled and averaged for each application.

**Board Approval:** Panel recommendations are then forwarded to the HAA Board of Directors for approval.

**Mayor's Office of Cultural Affairs (MOCA) Approval:** Grants recommendations approved by the Houston Arts Alliance Board are forwarded to the Mayor's Office of Cultural Affairs for final approval.

## REVIEW CRITERIA:

### Artistic and creative ability (50%)

- Festival/program provides clear artistic vision and contribution to City's creative identity;
- Festival utilizes various collaborations to reduce duplications of efforts and maximize number of people served;
- Festival/program demonstrates a commitment to inclusion and accessibility.

### Implementation/timeline (30%)

- The application is complete and addresses project guidelines;
- The application includes a detailed and organized timeline;
- The project budget and proposed expenses are clear and reasonable.

### Marketing/Audience Development (20%)

- The application shows outreach efforts to develop further audiences and to reach/serve new, special and/or diverse audiences.

## RECEIVING A GRANT

**Grant Term:** July 1, 2018 – December 31, 2018

**Grant Agreement:** Those selected to receive a grant will be required to attend a mandatory orientation. Funds cannot be disbursed until Houston Arts Alliance receives an executed signed copy of the Grant Agreement, commitment from venue location, ACH banking deposit form and a signed IRS W9 form. Grant award will be distributed in two payments (50%/50%).

**Crediting support of the City of Houston and Houston Arts Alliance:** Please include HAA and City of Houston credit line and logos on all promotions

- Required Credit line: *"This project is funded in part by the City of Houston through Houston Arts Alliance"*
- Required City of Houston Seal: <http://houstonartsalliance.com/grants/resources/>

**FINAL REPORT:** The final report is due 45 days after completion of the project. All reports must be submitted no later than February 15, 2019 at 5:30 pm.

Funding for this grant program is provided by the City of Houston utilizing [Hotel Occupancy Taxes \(HOT\)](#)

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## HELPFUL TIPS ON PREPARING YOUR APPLICATION

- Before you apply, read the guidelines, criteria and grant application instructions. Work through your ideas and consider how they address the application questions and review criteria as decisions will be based on how you address these subjects.
- Don't assume. The application should stand on its own merit.
- 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.
- Make sure the numbers in your budget add up and that they are realistically reflect what you will actually need.

## NEED ASSISTANCE?

We want you to apply for this grant so if you have any hesitation please ask. There is no question too small. To speak with the grants staff at Houston Arts Alliance, please call (713) 527-9330 or email [Grants@haatx.com](mailto:Grants@haatx.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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