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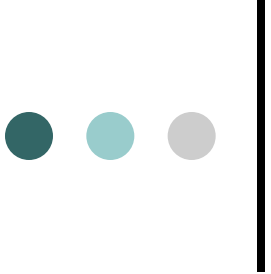
2014 General Operating Support Grant Program

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 General Operating Support Program is funded with Hotel Occupancy Tax funds, the funded activities must directly benefit tourism and the convention and hotel industry.

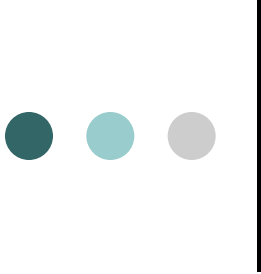




Purpose of General Operating Support Program

The General Operating Support 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.



General Operating Support Program Goal

- The overall goal of the *General Operating Support Grant Program* is to increase visibility of arts organizations in Houston and therein positively impact tourism revenues.
- Houston Arts Alliance offers two types of general operating grants that are open strictly to arts/cultural organizations physically based within the city limits of Houston:
- **General Operating Support:** provides operating support for arts and cultural organizations that present regular seasons of arts or cultural programs that serve residents, visitors and tourists to Houston. While the grants are awarded for operating support, grantees are required to spend the grant funds only for the allowed purposes of the Hotel Occupancy Tax.
- **General Operating Support Expansion:** provides operating support for multicultural arts organizations as defined below that present a regular season of arts or cultural programs that serve residents, visitors and tourists to Houston. While the grants are awarded for operating support, grantees are required to spend the grant funds only for the allowed purposes of the Hotel Occupancy Tax.



Program Eligibility

General Operating Support Grant applicants must meet all the following criteria:

- The organization's primary mission, as described in its mission statement and approved by its board of directors and reflected in its annual scope of programs, is the production or presentation of a regular season of arts and cultural programming through the year.
- The organization has current tax-exempt status under Section 501(c)(3) (or the equivalent) of the Internal Revenue Service as a public charity. The tax-exempt status must have been granted by the IRS at least three years prior to the grant application deadline. Organizations with lapsed IRS 501(c)(3) status are not eligible to apply.
- 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 within the incorporated limits of the City of Houston.
- The organization is governed by a local board of directors that meets regularly.
- The majority of the organization's programs and events are advertised and open to the general public.
- The majority of the organization's programs and events attract visitors and tourists to Houston.
- The organization has successfully managed at least two Houston Arts Alliance organization grants.
- The organization does not have any outstanding final reports due in any grant programs to Houston Arts Alliance.
- The majority of programming takes place in the City of Houston.



Program Ineligibility

- We do not accept fiscal agent applications or umbrella organization applications. If an organization is an umbrella organization of a national chapter, then the applying organization must have 501(c)(3) status one full year prior to applying and must be based within the City of Houston.
- Nonprofit organizations whose primary mission is other than presenting or producing arts and cultural programs are not eligible for the General Operating Support/General Operating Support Expansion category. This includes social service agencies, units of local government, community organizations, university /college or educational departments or agencies and other nonprofits.
- Organizations that are less than three years old or that have not been funded through the Grants for Organizations peer panel process by Houston Arts Alliance in the past two consecutive years are ineligible. These organizations may be eligible for Arts Project Grants (APG); please refer to the APG guidelines for additional information.
- Nonprofit organizations (arts/cultural and others) whose physical administrative offices (or main place of business) are outside of the City of Houston are not eligible for Hotel Occupancy Tax support from Houston Arts Alliance.
- Organizations 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 additional General Operating Support Grants from Houston Arts Alliance.
- Arts/cultural organizations with activities that have no measurable impact on the promotion of tourism and the convention and hotel industry are not eligible to receive Hotel Occupancy Tax funded General Operating Support Grants. Grant funds may not be used for activities that take place outside of the City of Houston or that do not comply with the intended use of Hotel Occupancy Tax funds as defined in state law.
- General Operating Support Grants may not go to university/college or other education agencies or departments.



FY14 Artistic Disciplines to Participate in Panels:

- Architecture/Design/Historic Preservation & Museums
- Multi-disciplinary
- Theatre and Musical Theatre
- Visual Arts, Media and Craft
- General



Application Category

○ New & Full Applicant

- Is for arts organizations that receive General Operating Support or General Operating Support Expansion funding.
- If you are categorized as a “Full Applicant” for FY14, your application process will include attendance at a panel interview in which the grants staff will invite you by way of formal invitation with date, time and location of the panel date.

○ Continuation Applicant

- Houston Arts Alliance convenes the peer review panels on an alternate-year basis (every other year), reducing the paperwork burden on organizations who receive funding from HAA from year to year.
- If you are a categorized a “continuation” applicant for FY14, your application process is shorter, and you will not be required to attend a panel interview, **UNLESS** *you are a Service Organization.*
- All Service Organizations are required to attend a panel interview this year.



New & Full Applicants

FY14 FULL APPLICANTS

Program	Organization	Program	Organization
GOS	Art Colony Association Inc.	GOS	The Catastrophic Theatre
GOS	Art League Houston	GOS	The Country Playhouse
GOS	Aurora Picture Show	GOS	The Heritage Society
GOS	Bayou City Concert Musicals	GOS	The Museum of Printing History
GOS	Classical Theatre Company	GOS	The Orange Show Center for Visionary Art
GOS	Czech Cultural and Community Center	GOS	Theater LaB Houston
GOS	Discovery Green	GOS	University of Houston - Blaffer Art Museum
GOS	DiverseWorks Artspace	GOS	Weather Research Center - The Weather Museum
GOS	Fotofest Inc.	GOS	Young Audiences of Houston
GOS	Glasstire	GOSE	Asia Society Texas Center
GOS	Greater Houston Preservation Alliance	GOSE	Asian/Pacific American Heritage Association
GOS	HITS Theatre	GOSE	Bharathi Kalai Manram
GOS	Houston Center for Contemporary Craft	GOSE	Brazilian Arts Foundation
GOS	Houston Center for Photography	GOSE	Center for African American Military History
GOS	Houston Cinema Arts Society	GOSE	Children's Prison Arts Project
GOS	Houston Festival Foundation	GOSE	City Dance, Inc.
GOS	InterActive Theater Company, Inc.	GOSE	Community Artists' Collective
GOS	Main Street Theater	GOSE	Express Children's Theatre
GOS	Michele Brangwen Dance Ensemble	GOSE	Houston Institute for Culture
GOS	Rice Design Alliance	GOSE	Indo-American Association
GOS	Rothko Chapel	GOSE	Institute of Hispanic Culture of Houston
GOS	Russian Cultural Center "Our Texas"	GOSE	MECA
GOS	Southwest Alternate Media Project	GOSE	Project Row Houses
GOS	Stages Repertory Theatre	GOSE	Talento Bilingue De Houston
		GOSE	The Ensemble Theatre
		GOSE	Voices Breaking Boundaries

Continuation Applicants

FY14 CONTINUATION APPLICANTS

Program	Organization	Program	Organization
GOS	American Festival for the Arts	GOS	Houston International Dance Coalition
GOS	Ars Lyrica Houston	GOS	Houston Metropolitan Dance Center, Inc.
GOS	Bach Society Houston	GOS	Houston Tidelanders
GOS	Bay Area Chorus	GOS	Houston Youth Symphony and Ballet
GOS	Bay Area Houston Ballet & Theatre	GOS	Inprint, Inc.
GOS	Box 13 Artspace	GOS	Karen Stokes Dance
GOS	Brilliant Lecture Series, Inc.	GOS	Kingwood Pops Orchestra
GOS	CANTARE Houston	GOS	Mercury Baroque Ensemble
GOS	City Ballet of Houston	GOS	Musiqqa Inc
GOS	Dance Houston	GOS	Nameless Sound
GOS	Dance Source Houston	GOS	Opera in the Heights
GOS	Dominic Walsh Dance Theater	GOS	Opera Vista
GOS	Foundation for Modern Music	GOS	River Oaks Chamber Orchestra
GOS	Fresh Arts Inc.	GOS	Several Dancers CORE
GOS	Gulf Coast: A Journal of Literature and Fine Arts	GOS	Suchu, Inc.
GOS	Hope Stone Inc.	GOS	Texas Accountants and Lawyers for the Arts
GOS	Houston Boychoir	GOS	Texas Medical Center Orchestra
GOS	Houston Chamber Choir	GOS	Theatre Southwest
GOS	Houston Children'S Chorus	GOS	University of Houston
GOS	Houston Early Music	GOS	Virtuosi of Houston
GOS	Houston Fire Museum	GOS	Writers in the Schools
GOS	Houston Friends of Chamber Music, Inc.	GOSE	Ambassadors International Ballet Folklorico
GOS	Houston Horizon Chorus	GOSE	Dance of Asian America
		GOSE	Diaz Music Institute
	10	GOSE	EARTHEN VESSELS, The Sandra Organ Dance Company
		GOSE	Indian Performing Arts- Samskriti



Application & Review Process

○ Review Criteria

All General Operating Support 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.



Award Determination

Requests for General Operating Support Grant awards from Houston Arts Alliance far exceed the available resources. Therefore, an applicant rarely, if ever, receives 100 percent of its maximum eligible award. An organization's maximum possible award is based on:

- (1) two-year average cash operating income, with any capital campaign or City of Houston HOT funding deducted,
- (2) multiplier or percentage range based on budget size,
- (3) the amount of funds available for the grant program,
- (4) quantity of applications received, and
- (5) number of awards recommended.



Budgets

In reporting revenues for purposes of calculating the Maximum Eligible Award, 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 Houston Arts Alliance (all grant categories), 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 and if HAA cannot verify the 990s on Guidestar.org it will have an impact on the accuracy of the award. Do not submit paper copies of your 990s



Budget Worksheet

Budget Worksheet

Expense Type	Projected HAA Funds Allotted	Paid with Other Funds
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		
Totals	\$0.00	\$0.00



Size of the Award

All grants awarded in the General Operating Support Grant program are based on the organization's budget as well as :

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 General Operating Support Grant program accepts applications from organizational grantees who have received two years of concurrent Arts Project Grant Awards.



Maximum Eligible Award Process

- Year 1 = 2012
- Year 2 = 2011
- Year 3 = 2010
- Year 4 = 2009

Calculated as :

- + 2 year cash income
- Any Capital Campaign
- Any District Monies

The board will determine what the multiplier or % range will be based on your organizational budget size.



Important Dates

- **Grant Term:**

FY2014 (July 1, 2013 – June 30, 2014)

- **Application is available on Online:**

February 23rd

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

- **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/FY14GOSApplication>

If you have an existing username and login from eGrants you may login using those credentials.

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
Music or Audio 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



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**

Thank you for creating and supporting the presentation
of arts and cultural programs in Houston!

