

A decorative graphic on the left side of the slide consists of three circles in dark teal, light teal, and grey, arranged horizontally. A vertical black line extends from the top of the circles down to the start of the main title text.

2016 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 General Operating Grant 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 arts and cultural organizations in the creation of programming that serves 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.



Eligibility Parameters

- 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 awarded two grants such as a City's Initiative or Arts Project Grant in the past two consecutive years are ineligible.
- 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 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.
- We are not currently considering any additional applications from university/college or other education agencies or departments.



FY16 Artistic Disciplines to Participate in Panels:

ORGANIZATION CATEGORY AND PANELS: In FY 2015, those that submitted a “**full application**” will submit a “continuation application”, for the FY 2016 application year. All “disciplines” submitting a full application will be required to be present during panel review. Service organizations regardless of full or continuation will participate in the “General” discipline panel each year.

ARTISTIC DISCIPLINES:

Architecture/Design/Historic Preservation & Museums
Creative Writing
Theatre and Musical Theatre
Visual Arts, Media and Craft
Multidisciplinary
General - *Provides review to continuation org(s) as to not prevent an organization from attending panel in 2 or more years.

Example:

XYZ organization

2013 – Full Applicant – XYZ participated at an in person panel as a “Dance discipline applicant.

2014 – Continuation – XYZ did not go to panel – although panel discipline was part of the alternating panels for review that year.

2015 – Full Applicant – XYZ participated at an in person panel as a Dance discipline applicant.

2016 – Continuation – will not participate at in person panel as the discipline is not being offered at the in person review this year.

**If your organization has not gone to panel for 2 years, then you will go to panel and be reviewed under the “General” discipline.*



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 FY16, 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 categorized a “continuation” applicant for FY16, 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.*



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 and using 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.



Maximum Eligible Award Process

- Year 1 = 2013
- Year 2 = 2014

Calculated as :

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

2Yr Average Budget* X Multiplier X Panel Score/1000

The multiplier or % range will be based on your organizational budget size.



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



Important Dates

- **Grant Term:**

FY2016 (July 1, 2015 – June 30, 2016)

- **Application is available on Online:** February 13th

<http://www.houstonartsalliance.com/grants/FY15/GOSApplication>

- **Application & Support Materials Due Online:**

*Support Materials are required.



How to Apply

- **Online Grants Application Portal!**
- The application portal will be open February 13, 2015 and closes on March 16, 2015, at 5:30 P.M
- Access the application at:
<http://www.houstonartsalliance.com/grants/organizations/gos>
- Everyone must create a “new” username and password, as the software system has been upgraded.

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. Support documents are required for submission.

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	
1. Board of Directors List - including name, professional title, ethnicity, address, email & phone number for each member (adhere to the format as requested).	PDF format
1. 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.	PDF format
1. 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, videos, pictures 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 (Please upload the best format possible to allow panelists the ease of viewing. Any unnecessary narrative that does not depict artistic merit should not be included, as the panelist will have limited time to review your material).	3-5 minute video of supplemental examples MOV format , Vimeo.com
Public Broadcasting or Marketing Music Clips (Please upload the best format possible to allow panelists the ease of viewing.)	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 June.
- You will be invited to an Award Workshop, where we review the contracts and award process.
- 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.



Texas Cultural Data Project (CDP)

- The **Texas Cultural Data Project** (Texas CDP) offers a powerful online management tool that strengthens the arts and cultural sector.
- Required to complete a profile prior to submitting the grant application
- Visit <http://www.txculturaldata.org> to complete your profile



More on CDP....

In an effort to have all HAA grantee organizations participating in the CDP, we ask you to please submit a copy of the full Data profile for the 2013 fiscal year as part of your supplemental materials. This can be done by following the instructions below:

- Register the organization and create an account with the Texas Cultural Data Project at www.txculturaldata.org
 - You will create one account, login, and password for the organization. If more than one person is responsible for entering data this login and password will be shared among all users.
- Complete, at minimum, one Data Profile for the 2013 Fiscal Year (FY 2013)
 - After you have finished entering in all data for FY 2013 you will submit the Data Profile to the CDP by clicking on the 'Check & Submit' button. This will take you through an automated error check. Once you have corrected all errors you will be able submit the Data Profile to the CDP. (At this time the Data Profile will be closed for editing, but if a change needs to be made to any of the data the CDP Support Center will be able to re-open it.)
 - From a submitted Data Profile click on the 'Print' button which will generate a PDF version of the full Data Profile, download this and save it to your computer to be uploaded with the Supplementary Materials
 - If the Data Profile has not been completed and submitted into the CDP database the PDF will show a 'DRAFT' watermark. Data Profiles for FY 2013 in draft form will not be accepted.
- Include a copy of the full Data Profile for the 2013 Fiscal Year as part of the Supplementary Materials

If the organization already has completed Data Profiles for multiple years (i.e. FY 2013 and either FY 12 or FY 14) you may include with application a copy of the Data Profiles for each completed fiscal year, but at this time *only FY 2013 is required*.

For more help or any question regarding the CDP please contact the Support Center at 877.707.DATA (817.707.3282) or help@culturaldata.org. You can find helpful tips to get you started here: <http://www.txculturaldata.org/private/gettingstarted.aspx>.



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!

