



**GUIDELINES  
GRANTS FOR ORGANIZATIONS  
Fiscal Year 2016**

**General Operating Support/  
General Operating Support Expansion**

**Houston Arts Alliance**

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Phone 713.527.9330 • Fax 713.630.5210 • Website: [www.houstonartalliance.com](http://www.houstonartalliance.com)

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## OVERVIEW OF HOUSTON ARTS ALLIANCE GRANT PROGRAMS

Houston Arts Alliance (HAA) seeks to advance the nonprofit arts industry in Greater Houston through its public/private partnership with the City of Houston. HAA strives to support artistic programs that make Houston an attractive cultural destination and a lively community for its residents. Serving the Greater Houston area, HAA's efforts directly benefit approximately 220 organizations, and individual artists that are committed to providing quality artistic programming to residents and visitors to the Greater Houston area. The General Operating Support Program supports the encouragement, promotion, improvement and application of the arts to promote tourism and the convention and hotel industry. Through its grant programs, HAA encourages programming that embraces issues of diversity and the needs of all cultures and people of varying abilities.

**SOURCE OF GRANT FUNDS:** Funding for General Operating Support (GOS) and General Operating Support Expansion (GOSE) programs is provided by the City of Houston utilizing Hotel Occupancy Tax (HOT) funds. Each year, the City allocates 19.3% of the municipal Hotel Occupancy Tax receipts to support arts and cultural organizations, as permitted by the Texas Tax Code, through an annual agreement with Houston Arts Alliance. Per state law, revenue from the municipal Hotel Occupancy Tax may be used only to promote tourism and the convention and hotel industry. Organizations applying for and receiving Hotel Occupancy Tax funds are required to adhere to the state laws governing the use of such funds. Only organizations based in the City of Houston are eligible to receive Hotel Occupancy Tax funds for activities that meet the purposes described above. The complete details of the State of Texas Hotel Occupancy Tax Code may be found at our website <http://www.houstonartsalliance.com/grants/resources/>. Among the permitted uses of HOT monies are the following related to arts and cultural activity:

- *The encouragement, promotion, improvement, and application of the arts, including instrumental and vocal music, dance, drama, folk art, creative writing, architecture, design and allied fields, painting, sculpture, photography, graphic and craft arts, motion pictures, radio, television, tape and sound recording, and other arts related to the presentation, performance, execution, and exhibition of these major art forms [Texas Tax Code Section 351.101(a) (4)].*
- *Historical restoration and preservation projects or activities or advertising and conducting solicitations and promotional programs to encourage tourists and convention delegates to visit preserved historic sites or museums at or in the immediate vicinity of convention center facilities or visitor information centers or located elsewhere in the municipality or its vicinity that would be frequented by tourists and convention delegates [Texas Tax Code Section 351.101(a)(5)].*

**BASIC ELIGIBILITY REQUIREMENTS FOR ALL APPLYING ORGANIZATIONS:** In order to be eligible to apply for funding, an organization must have received its IRS 501(c)(3) designation as a public charity no later than March 2013 and maintain the designation current with the IRS; have a history of ongoing artistic/cultural programs for at least three years prior to the application deadline; and be able to submit financial reports to document its revenues and expenses for one full year prior to the application deadline. All applicants for the General Operating Support/General Operating Support Expansion Grant must have filed the required IRS 990 reports posted on [www.Guidestar.org](http://www.Guidestar.org).

**TERMS OF GRANT SUPPORT:** The period of support for this grant cycle is **July 1, 2015**, through **June 30, 2016**. Grant funds cannot be used for budgeted expenses incurred prior to or after the grant term. *A final report will be due no later than June 30, 2016.*

**POSTING TAX INFORMATION:** For all organizational grant applicants, **FY14** (2013-2014) 990 must be filed with the IRS or on the web database known as **Guidestar.org**, *no later than May 30, 2015.* No payments can be made until the FY14 - 990 are on file with Guidestar.org.

To speed up the process, organizations can self-submit their 990s on Guidestar.org. Please visit Guidestar.org for instructions on creating an account and posting your 990s.

## GENERAL OPERATING GRANT PROGRAM – AT A GLANCE

The General Operating Support opportunity 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.

Because funding for this category is City of Houston Hotel Occupancy Tax, the funded projects should impact tourism and the hotel and convention industry. Due to budget limitations, Houston Arts Alliance rarely fully funds any grant request. The maximum eligible amount awarded for a General Operating Support or General Operating Support Expansion grant is capped at \$100,000.

<b>General Operating Support (GOS)</b>	<ul style="list-style-type: none"> <li>• Provides operating support for organizations that present a regular season of arts or cultural programs (presenting at least 1 event or program per quarter) that serve residents, visitors and tourists to Houston</li> <li>• Organization must have been in existence as a 501(c) 3 nonprofit for 3 years or more.</li> <li>• Must have a two year average operating revenue of \$50,000 or more</li> <li>• Must have received two consecutive prior years of HAA funding in any grant category</li> </ul>
<b>General Operating Support Expansion (GOSE)</b>	<ul style="list-style-type: none"> <li>• Provides operating support for organizations that present a regular season of arts or cultural programs (presenting at least 1 event or program per quarter) that serve residents, visitors and tourists to Houston</li> <li>• Organization’s programs must be devoted and deeply rooted in and reflective of a underserved, urban, tribal or disabled community</li> <li>• 50% or more of the organization’s board of directors is representative of the underserved, urban, tribal or disabled community</li> <li>• Must have two year operating revenue of \$50,000 or more</li> <li>• Must have received two consecutive prior years of HAA funding in any grant category</li> </ul>
<b>Continuation</b>	<p>Houston Arts Alliance’s <i>Continuation</i> process is for arts organizations that receive General Operating Support or General Operating Support Expansion funding. 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. <u>However we maintain the right to convene panels as to ensure organizations are participating in panels during their off cycle discipline year.</u></p>

\*If you have previously been funded in the GOS or GOSE program, but have not been funded in the FY15 year, you will be considered a “new” applicant in FY16 and will apply as a “full applicant”.

\* If you are a “full applicant” and your discipline does not go to panel this year, and you did not go to panel the previous year as a “continuation applicant,” you will participate in review under the “general discipline” panel. This process will ensure that there is panel review during off cycle of a discipline year.

<b>IMPORTANT DATES</b>			
<b>Application Workshop</b>		Houston Arts Alliance	
Located:	3201 Allen Parkway, 1 <sup>st</sup> Floor Gallery- Houston TX 77019		
	January 13, 2015	12:00 – 1:00 P.M. & 5:00 – 6:00 P.M.	
Panels:			
By invitation	May 11 - 15, 2015	Invite for specific time during panel day	
<b>Online Application</b>			
	OPENS	February 23, 2015	5:30 p.M.
	CLOSES	March 23, 2015	5:30 P.M.
<b>Support Materials</b>			
Any support materials that cannot be uploaded MUST be communicated to the grants staff by email at <a href="mailto:Grants@haatx.com">Grants@haatx.com</a> and arrangements made for materials to be received at Houston Arts Alliance’s office no later than 5:30 P.M. on March 9, 2015.			
<i><u>This is not a postmark deadline, all applications and materials are required to be submitted using the online application portal.</u></i>			

**OBJECTIVES FOR FUNDING:**

- To provide a consistent funding mechanism for arts and cultural organizations of excellence in the City of Houston.
- To support arts and cultural activities that implement the intended use of Hotel Occupancy Tax funds, as described in Sections 351.101(a)(4-5) and 351.101(b) of the Texas Tax Code.
- To ensure access to the arts and promote cultural tourism by supporting special efforts to entice visitors to include arts activities in their Houston itineraries.
- To advance the artistic, administrative and organizational capacity of arts/cultural organizations.
- To provide supplementary financial support to multicultural arts organizations in order to fortify the cultural diversity of arts programming available to visitors and area audiences.
- To stimulate economic and community development through the arts.

In considering whether to apply for a General Operating Support and Expansion grant program, please take into account the application should provide a broad view of the organization’s year round programming. HAA reserves the right to move an organization from General Operating Support to Arts Project Grant, if deemed appropriate.

## **ELIGIBILITY:**

Only arts and cultural organizations are eligible for General Operating Support and General Operating Support Expansion grants, **provided they meet the following requirements:**

1. 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.**
2. 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.
3. The organization has produced or presented arts or cultural programming 3 years prior to the grant application deadline.
4. The organization is physically based and operations within the incorporated limits of the City of Houston. - P.O. Box addresses are not acceptable without proof of a physical Houston Address.
5. The organization is governed by a local board of directors that meets regularly.
6. The majority of the organization's programs and events are advertised and open to the general public.
7. The majority of the organization's programs and events attract visitors and tourists to Houston.
8. The organization has successfully managed at least two Houston Arts Alliance organization grants.
9. The organization does not have any outstanding final reports due in any grant programs to Houston Arts Alliance.
10. The majority of programming takes place in the City of Houston.

## **INELIGIBILITY:**

1. 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.
2. 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. P.O. Box addresses are not acceptable without proof of a physical Houston Address.
3. 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.
4. 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.
5. No additional university/college or other education agencies or departments are being considered at this time.

**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) panel review score and (4) quantity of applications received, and (5) number of awards recommended based on the amount of funds available for the grant program.

In reporting revenues for purposes of calculating the Maximum Eligible Award (MEA), organizations cannot include revenues that are:

- In-kind donations,
- Used for debt reduction,
- Used for capital campaigns,
- Funds derived from for-profit school(s) or academies,
- Received from the theater and museum districts and 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 for previous years. HAA will use the 990s to confirm the last two year average revenues. If your organization did not report correctly in the application it will impact the award as we will adjust it for accuracy. Do not submit paper copies of our 990s.

**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.*

Invitation to panels will be communicated via email in the near future.

**Please note:** Pay special attention to your organization’s application designation. The designation of a “full” or “continuation” application will also provide additional detail as to the required participation in the panel process. All “full” applicants as well as “service” applicants are required to attend a panel session as informed by the grants staff. Additionally if you are a service organization and you are designated as a “continuation” applicant, you are still required to be present during the peer review panel process.

Detail of your organization’s designation will be provided in numerous communications as follows:

- a. A personal email from the Office of the Director of Grants following the workshop
- b. Online posting by organization with detail of FY 16 panel participation

Participation in a panel as directed by the grants staff is required. The organization’s application will be considered incomplete if there is no representation at the peer panel.

Application Workshop Date:

The Grants Workshop, will be held on Tuesday, January 13, 2015 at the Houston Arts Alliance – 1<sup>st</sup> Floor Gallery

Panel Date:

May 11 – 15, 2015
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Detail of your organization’s designation will be provided in email communications from the Grants Department inviting you for a specific date and time of the panel. Participation in a panel as directed by grants staff is required. The organization’s application will be considered incomplete and will not be considered if there is no representation at the peer panel.



## HOW TO APPLY

Please go to the Houston Arts Alliance Website under the Grants for Organization's link to locate access to the online application portal link. Once you are at the application website, you will need to create a "new" username and password.

**The application portal will be open February 23, 2015 and close on March 23, 2015, at 5:30 P.M.**

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.

Regarding the Cultural Data Project (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](http://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 (877.707.3282) or [help@culturaldata.org](mailto:help@culturaldata.org). You can find helpful tips to get you started here: <http://www.txculturaldata.org/private/gettingstarted.aspx>.

## REQUIRED SUPPORT MATERIALS

The Online Application includes required support materials which also are required to be uploaded into the Grants Application Portal. Any support materials that are unable to be uploaded, MUST be communicated to the Grants Department by email at [Grants@haatx.com](mailto:Grants@haatx.com) and arrangements made for materials to be received at Houston Arts Alliance's office on March 23, 2015 no later than 5:30P.M. **Your application will be considered incomplete unless you submit the required documents in the portal.**

REQUIRED DOCUMENTS FOR UPLOAD	
<p><b>1. Board of Directors List</b>- including name, professional title, ethnicity, address, email &amp; phone number for each member (adhere to the format as requested).</p>	PDF format
<p><b>2. Brief Description Page</b> - 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.</p>	PDF format
<p><b>3. Artistic Support Materials</b> - 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.</p>	PDF format
FORMAT SUBMISSION	
<p>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).</p>	3-5 minute video of supplemental examples MOV format , Vimeo.com
<p>Public Broadcasting or Marketing Music Clips (Please upload the best format possible to allow panelists the ease of viewing.)</p>	3-5 minute recording MP3 or MP4 format
<p>Other visual aids, such as brochures, pictures, programs, flyers, press clippings, posters, etc.</p>	5 – 10 images JPEG format

## REVIEW PROCESS:

The review process will consist of staff review, panel review, in person panel interview (if the organization is required to participate in this format per communication from the Grants Department) and board review based on the following criteria:

## REVIEW CRITERIA:

All General Operating Support Grant applications are reviewed using the following criteria weighted on a rating scale as follows:

### ARTISTIC/CULTURAL MERIT (40%)

- Activities that are of high artistic quality or exemplary of the organization's discipline
- Quality of the artists or experts involved in performances, works, and/or activities
- Involvement of artists or experts who are knowledgeable of their discipline
- Innovative and creative programming
- Artistic or curatorial staff that shows vision and leadership
- Effective use of artistic resources of the community
- Performance/exhibition based upon actual or submitted materials
- Effective use of available resources to produce content of the highest artistic merit

### ADMINISTRATIVE ABILITY (20%)

- Evidence of board/staff interaction as demonstrated through working committees
- Evidence of leadership and experience of administrative staff
- Evidence of short range and/or long range planning
- Financial stability; balance of earned and contributed revenue
- Accurate record keeping and regular preparation of financial reports
- A board of directors, representative of the community, that meets at least quarterly and sets policies for the organization
- Ability to deliver services effectively
- Established process for board review of financials
- The overall quality of the application, including attention to spelling, grammar and clarity
- Effective management of past Houston Arts Alliance grant(s) including timely submission of reports and timely completion of grants, events, programs and activities
- Diversification of its funding base as evidenced by efforts to secure financial support from the private sector as well as the public sector

### CULTURAL TOURISM IMPACT (20%)

- Marketing and public relations efforts to promote activities and programming that may draw tourists and visitors to the region or is directed at conventions or visitors in the City of Houston
- Efforts to increase Houston's competitiveness as a cultural tourism destination
- Programming that contributes to creating a regional identity/image of quality and creativity to attract and retain residents and visitors to Houston

### AUDIENCE DEVELOPMENT & COMMUNITY OUTREACH (20%)

- Furthering an understanding of and generating interest in the organization's particular art form or discipline
- Efforts to reach and serve visitors and tourists
- Efforts to involve individuals of different backgrounds at the artistic, technical, administrative and board levels
- Outreach efforts to develop future audiences, to reach and serve new, special and/or diverse audiences
- Collaborating with other organizations
- Providing programming in venues and through methods that make the programming accessible to people with disabilities

**STAFF REVIEW:** Upon receipt of the applications, staff reviews applications for completeness, eligibility and verification of the 501(c)(3) status. When necessary, applicants are asked to revise proposals or supply additional information. Incomplete applications or those that do not meet eligibility requirements cannot be considered. Applicants that do not submit all of the required support materials by the appropriate deadlines will not be eligible for consideration. **The organization's 990s must be posted to Guidestar.org by May 24, 2015.** Please note that Houston Arts Alliance grants are funded from public tax dollars and, as such, grant records may be subject to the Texas Open Records Act. Applications submitted to Houston Arts Alliance become the property of Houston Arts Alliance and are subject to review by members of the public upon request.

**PEER PANEL REVIEW:** Peer panels - consisting of objective and knowledgeable arts professionals, artists, community and corporate volunteers and others with arts expertise - evaluate each application using the published funding criteria. Panelists meet to discuss and score each eligible application; and scores are totaled and averaged following panel meetings.

- Panel meetings are open to the public for observation only. Applicants who need special accommodations are asked to notify Houston Arts Alliance grants staff one week prior to the panel meeting when possible.
- Addressing the Panel: All grant applicants are given an equal and set time to respond to questions from the panel or to clarify any comments made by the panel during the review process. **All applicants are required to have an informed representative(s) attend their review time. If representatives cannot be present, they must make arrangements with HAA at least 24 hours in advance to be available by phone during the panel meeting.** The representative(s) must be able to answer questions about the organization's operations and programs, budget and finances, and the specifics of the application. HAA strongly encourages the Executive Director or CEO to be the designated representative. No new materials may be distributed to the panel at this time.
- An organization's application should stand on its own. Site visits are not part of the review process.
- Houston Arts Alliance has a Conflict of Interest Policy for panelists. Panelists must declare their conflicts of interest regarding the organizations being reviewed by their specific panel. Panelists may neither review nor score applicants with whom they have a fiduciary, personal or adversarial relationship presently, or within the past 18 months, or in the projected grant term. Panelists who have a conflict of interest with an applicant must leave the panel meeting during the discussion of that application.
- **BOARD REVIEW:** Grant recommendations from panels are forwarded to the Houston Arts Alliance Grants Committee for review. The committee, in turn, forwards its recommendations to Houston Arts Alliance Board of Directors for final approval. These recommendations are subject to organizations meeting all requirements prior to issuing a grant agreement. Organizations that are not funded might be asked to attend HAA workshops or other training for further assistance.

## WHAT MAY NOT BE FUNDED

For grants funded with Hotel Occupancy Tax, funds may not be used for activities, programs or events or their administrative costs that are not consistent with the intent of the Hotel Occupancy Tax as defined in Sections 351.101(a)(4-5), 351.101(b) and other applicable sections of the Texas Tax Code. Additionally, Houston Arts Alliance grant funds may not be used for:

1. 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>
2. Existing deficits, loans, interest on loans, fines, penalties or costs of litigation.
3. Projects or events that are extensions of training ( i.e. academic programs, conferences, classes and workshops)
4. 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)
5. Scholarships or cash prizes
6. Benefits, galas and projects planned primarily for fundraising
7. Projects or performances that are regularly occurring events.
8. 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:
  - a. The funded program has a secular purpose
  - b. The primary effect of the funded program does not advance or inhibit any religion
  - c. The activity is open and advertised to the general public
9. Purchase of equipment (except rental costs directly affiliated with the funded project or program)
10. Capital building expenses
11. Meals, refreshments and/or catering expense
12. Houston Arts Alliances grant program does not support organizations whose physical administrative offices (or main place of business) are outside the City of Houston.

## AFTER RECEIVING A GRANT

An organization awarded a grant by Houston Arts Alliance is required to attend a new grant applicant workshop. The grantee will enter into a grant agreement that clearly states the scope of services and outlines the requirements of the grant. All grant funds are to be used for the stated activities as a requirement of the grant agreement.

**SIGNING THE GRANT AGREEMENT:** Houston Arts Alliance requires the Executive Director or equivalent as signatory as authorized official from the awarded organization sign the agreement. The grant agreement will outline the terms of the grant, scope of services, reporting requirements and legal issues applicable to the funding. Houston Arts Alliance reserves the right to make changes to the grant program policies, schedule or guidelines. If any changes are made, grantees will be notified in writing within 30 days of the change.

**INSURANCE:** Grantees that are awarded over \$30,000 in funding from the City of Houston from its various grant programs must provide Houston Arts Alliance with proof of the following types of insurance (see below).

1. Worker's Compensation (statutory amounts);
2. Employer's Liability (\$500,000, \$500,000, \$500,000);
3. Commercial General Liability including Contractual Liability to cover Houston Arts Alliance and the City of Houston for the Indemnification (\$500,000/\$1,000,000);
4. Automobile Liability, where appropriate (\$500,000/\$1,000,000); and
5. Copyright Protection (\$500,000/\$1,000,000)—where appropriate.

All insurance must be on an occurrence basis. All grantees must include Houston Arts Alliance and the City of Houston as additional insured's and provides Houston Arts Alliance with certificates of insurance. It is the responsibility of the grantee to provide updated insurance to HAA throughout the grant term should it lapse. Grantees receiving less than \$30,000 are required to maintain the necessary insurance to conduct their business but do not have to provide proof of insurance to Houston Arts Alliance.

**CREDITING SUPPORT OF THE CITY OF HOUSTON AND HOUSTON ARTS ALLIANCE:** Grantees are required to acknowledge the support of the City of Houston and Houston Arts Alliance through the use of logos and credit lines on all marketing and promotional materials. Houston Arts Alliance and City of Houston logos can be found on the Houston Arts Alliance website (<http://www.houstonartsalliance.com/news/logos/>), the credit line is: *"This project (or organization) is funded by a grant or grants from the City of Houston through Houston Arts Alliance."*

**GRANT PAYMENT:** Grant payments are made in four quarterly installments, following the distribution and receipts of Hotel Occupancy Tax funds to Houston Arts Alliance from the City of Houston. The initial payment will be made after execution of the grant agreement. As a requirement of the grant agreement there are two quarterly reports, referred to as 2<sup>nd</sup> and 3<sup>rd</sup> quarter reports, to be submitted by the grantee. A payment will be provided after each quarterly report has been submitted and approved. The final payment is dispersed after submission and approval of the final report. (Please see the reporting requirements section below.) Payments are subject to the schedule presented by the Grants Department, typically posted online annually.

Grantees with outstanding reports from previous years are not eligible to receive any payments until the previous grants are closed out. Grantees are ineligible for any future grants if they are in default of a previous grant

**REPORTING REQUIREMENTS:** GOS & GOSE grantees receiving funding from Houston Arts Alliance are required to submit, updates on their approved Scope of Work from the grant application. Reporting is as follows:

- **1<sup>st</sup> Quarter Report** – List of Activities from July 1st through September 30th from the scope of services and any updates or changes to venue or project timeline.
- **2<sup>nd</sup> Quarter Report** - List of Activities from October 1<sup>st</sup> through December 31st, from the scope of services and any updates or changes to venue or project timeline.
- **3<sup>rd</sup> Quarter Report** – List of Activities from January 1<sup>st</sup> through March 31<sup>st</sup>, from the scope of services and any updates or changes to venue or project timeline.
- **Final Report** - Should include final programming from March 31<sup>st</sup> through June 30<sup>th</sup> of scheduled final activity, programming, or events as well as entire project budget for the fiscal year as approved by grant agreement to include all required receipts, collateral and other requirements. Documentation for how grant funds were used **must** include copies of every invoice/receipt and check written for grant expenses paid for with Houston Arts Alliance funds. Every check copy and receipt/ invoice copy

provided Houston Arts Alliance should be dated during the grant term (between July 1, 2015, and June 30, 2016). During the grant term, grantees are also *required* to survey audience participation during HAA funded public events. We report statistical data in our annual report and include your audience numbers to showcase the impact of cultural tourism in funded through HOT funds. A sample survey form can be found online at <http://www.houstonartsalliance.com/grants/organizations/managing-your-grant/>. Please provide accurate data collected in the audience section of the final report which should encompass all events.

Information on reporting will be provided along with instructions and requirements package at an award workshop.

\*Additionally, grantees are asked to immediately notify Houston Arts Alliance of changes to the programs and activities proposed in the application. If changes have been made after receipt of an award; and occurs prior to submission of the 2<sup>nd</sup> quarterly report, please request to update the changes immediately to the Director of Grants, Programs & Services.

## HELPFUL TIPS

- Read the guidelines, criteria and grant application instructions before beginning the application process.
- Plan your narrative following the questions and funding criteria. Plan your answers carefully to avoid repetition.
- Write to the funding criteria. Keep the funding criteria in front of you when preparing your proposal. Remember all applications are reviewed and scored based on how well the applicant meets the funding criteria.
- Don't assume. The panelists who review your proposal may have no knowledge of your organization or its programming. Make sure you describe existing and proposed programs in detail. The application should stand on its own merits. You will be notified of panel review date and required to send a qualified representative(s) who can discuss the budget and program proposed.
- Avoid generalizations. Rather than stating, "We have operated a successful series of concerts for the last four years," use numbers to prove your case. For example, "We have produced six plays with 10-performance runs for the last four years to audiences ranging from 75 to 100 for each performance."
- 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. You are advised to create your narrative in Microsoft Word, or comparable software program, utilizing the spell-check, grammar check, and word count features, and then to cut and paste it into the online application. Applications that contain frequent typographical errors, poor grammar or misspelled words do not give a positive impression of the organization and rarely score well. If your narrative doesn't fit into the allowed word limit, it is your responsibility to edit it to fit.
- Balance your budget for the projected grant period (projected income and expenses must balance). Previous years may show deficits or surpluses, since these are actual numbers and not projections.

## NEED ASSISTANCE?

Applicants are encouraged to become familiar with the program requirements and criteria before beginning the application process. To speak with grants staff at Houston Arts Alliance or to make an appointment, please call (713) 527-9330 or email [Grants@haatx.com](mailto:Grants@haatx.com)