



● ● ● | 2018 General Operating
Support Grant Program



Application Workshop



Important Dates

- **Grant Term:**

FY2018 (July 1, 2017 – June 30, 2018)

- **Application is available on Online:**

- Thursday, February 2, 2017

- <http://www.houstonartsalliance.com/grants/organizations/gos>

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

Thursday, March 2, 2017 at 5:30 p.m.

*Support Materials are required.

- **Panel Review:** Week of March 27 – 31, 2017



General Operating Support/Expansion Overview

- HAA funding supports two categories of organizations that present regular seasons of arts and cultural programs:
 - **General Operating Support:** provides operating support for arts and cultural organizations
 - **General Operating Support Expansion:** provides operating support for multicultural arts organizations
- Houston Arts Alliance receives funding from the City of Houston through the Hotel Occupancy Tax (H.O.T.).
- H.O.T. funded activities must directly:
 - benefit tourism and the convention and hotel industry
 - create a nationally recognized cultural destination
 - meet the needs of culturally diverse residents and visitors.



Eligibility

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 throughout 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 that was granted at least three years prior to the grant application deadline. Organizations with lapsed IRS 501(c)(3) status are not eligible to apply.
3. **Organization must have two year average revenues of at least \$50,000 for FY15 (fiscal year ending 2015) and FY16 (fiscal year ending 2016).**
4. The organization has produced or presented arts or cultural programming 3 years prior to the grant application deadline.
5. The organization is physically based with operations within the incorporated limits of the City of Houston. - P.O. Box addresses are not acceptable without proof of a physical Houston Address.
6. The organization is governed by a local board of directors that meets at least quarterly
7. The majority of the organization's programs and events are advertised and open to the general public and take place in the City of Houston that attract visitors and tourists.
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.



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 a local 501(c)(3) with status in place 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.
- 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.
- We are not accepting any applications from university/college or other education agencies or departments.



FY18 Artistic Disciplines

Full Applicants - Panel	Continuation Applications
Architecture, Design, Historic Preservation & Museums	Music
Theatre and Musical	Music Non-Choral
Visual Arts, Media & Craft	Literary Arts
Service Organizations	Dance
Multidisciplinary	
General - *Provides review to continuation org(s) as to prevent an organization from not attending panel for 2 or more years.	



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 1000 point score system.

○ Committee and Board Approval

- Review, finalize and approve funding recommendations of the Panel.

○ Mayor's Office of Cultural Affairs



Award Determination

Organizations must score 700 or above in order to receive General Operating Support/Expansion funding.

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:

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



Maximum Eligible Award Process

- Year 1 = 2015
- Year 2 = 2016

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.



Application: Budget Section

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 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](https://www.guidestar.org) and if HAA cannot verify the 990s on [Guidestar.org](https://www.guidestar.org) it will have an impact on the accuracy of the award. Do not submit paper copies of your 990s



Application: Budget Section

- Current Fiscal Year Budget (including your HAA grant award)
 - 4 most recently completed fiscal years
 - 2016
 - 2015
 - 2014
 - 2013



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



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



Data Arts Overview

- DataArts uses the Cultural Data Profile (CDP) to collect and organize data from across the arts and cultural section.
- FY18 Requirements:
 - Fiscal year ending 2015
 - Fiscal year ending 2016



Award Notification

- Notification of Award will be provided in June.
- 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 mid-year report 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.



Crediting/Acknowledgement

- All printed, broadcast, electronic materials and announcements pertaining to your Houston Arts Alliance grants should have the following credit line:
- (INSERT NAME OF ORGANIZATION) is funded in part by the City of Houston through Houston Arts Alliance.
 - ❖ Both City of Houston and Houston Arts Alliance logos shall be used
 - ❖ **City of Houston seal will always be twice as large**
 - ❖ Credit line shall be displayed in equal or greater value to other donors/sponsors of organization
 - ❖ Any tangible results of the activity related to or arising out of the grant or service, productions, displays, exhibitions, etc, shall be displayed in clear view the preceding credit line acknowledging support from the City



Artshound Updates

Grant funded activities are required to be listed on www.artshound.com

- New User Experience
- Optimized for mobile
- New syndication partners
 - Several cultural districts
 - Visit Houston



Reporting

- Mid-year report
 - (July 1, 2017 – December 31, 2017)
- Final Report
 - (January 1, 2018 – June 30, 2018)
- Programming Location Report



Important Dates

- **Grant Term:**

FY2018 (July 1, 2017 – June 30, 2018)

- **Application is available on Online:**

- Thursday, February 2, 2017

- <http://www.houstonartsalliance.com/grants/organizations/gos>

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

Thursday, March 2, 2017 at 5:30 p.m.

*Support Materials are required.

- **Panel Review:** Week of March 27 – 31, 2017



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!

