



2014 Individual Artist Grant Program

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 Grant (IAG) Program.
- Because the IAG program is funded with Hotel Occupancy Tax funds, the funded activities must directly benefit tourism and the convention and hotel industry.





Purpose of IAG Program

- You may apply as either an Emerging Artist or an Established Artist.
- Through the Individual Artist Grant program, Houston Arts Alliance aims to:
 - Support, encourage and nourish an environment for the growth and development of Houston artists.
 - Stimulate a greater public awareness of the arts in general and of artists in particular.
 - Encourage artists to promote the Houston area by providing projects, shows and events that would draw audience participation from all over the region to come to our city.



Grant Categories

- **Emerging Artists**

- \$5,000 grant to support artists who have actively and continually pursued their profession for **less than 3 years** in their discipline.

- **Established Artists**

- \$10,000 grant to support experienced artists with **more than 3 years** of professional experience in their discipline.



Artistic Disciplines

The Individual Artist Grant program accepts applications from artists of the following creative disciplines: (see page 10 of Guidelines)

| | | |
|---|--|---------------------|
| Creative Writing [poetry, fiction, non-fiction, playwriting and screenplays] | Multidisciplinary/ Performance Art | Choreography |
| Visual, Craft, Sculptural, and Media Arts | Music Composition (Song writing, development of producing music for CD, engineering compilation, album compilation and development) | |

*All Performance Art, must provide a performance that will be open to the Public.



Important Dates

- **Grant Term:**

FY2014 (May 1, 2014 – June 30, 2015)

- **Application Portal Opens:**

November 6, 2013 (**Revised update to Guidelines**)

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

December 6, 2013 (5:00 P.M. not a postmark deadline)



General Eligibility

- Applicants who have received an HAA Individual Artist Grant within the past **two** years (2013, and 2012) are **ineligible**.
- Applicants must have lived in the City of Houston prior to the deadline.
 - *Proof of residency is required*
- Must be an artist actively engaged in the creation of art.
- Proposed use of grant funds must demonstrate a benefit to the tourism/convention and hotel industry.
- *Refer to page 6 of the guidelines for more eligibility.*



Application & Review Process

- **Staff Review**
 - Review for completeness, eligibility & residency.
 - Prepare documents for Panel Review.
- **Panel Review**
 - Objective and knowledgeable local national & regional artists, arts professionals, arts educators and community members, evaluate each application.
 - Review based on guidelines.
 - Uses a 100 point score system.
- **Grants Committee and Board Approval**
 - Review, finalize and approve funding recommendations of the Panel.



Selection Process & Criteria

- Applications are reviewed using the following criteria weighted on a 100-point rating scale:
 - Artistic Merit (maximum of 60 points)
 - Impact on Tourism (maximum of 25 points)
 - Feasibility of Project (maximum of 15 points)
- It is suggested to address these specific criterion when answering the narrative questions in your application.



Required Supplemental Materials

**Due: December 6th
by 5:30 p.m.**

1. Proof of Residency
2. Artist Resume or CV
3. Artist Statement (one page limit)
4. A description sheet corresponding to work samples.
5. Work samples
 - See guidelines for specific requirements based on your discipline
 - Work samples must be uploaded into the online-grant platform. No CD or DVD will be accepted. Links to websites etc. can be provided, however it is your responsibility to make sure they are always active and accessible.
6. Optional:
 - Published material about your work, no more than 3 (ex: press review, articles, etc.) This can also be uploaded to our online grant platform.
 - *Items will not be copied, the panel process is completely virtual.*



Public Presentation of Work

- Artists are required to present their work in a public venue before the end of the term.
- A signed venue confirmation is required from each artist due upon signing of contract if awarded a grant.
- Artists are encouraged to identify a high visibility, public project site (venue), for the presentation of the new work.



What Will Not Be Funded

- Applications from artists who do not meet the City of Houston residency requirement.
- Projects already funded by HAA.
- Capital purchases of permanent or not expendable equipment.
- Programs or Projects are completed and have already taken place.
- Expenses associated with events happening outside the City of Houston.
- Purchasing of food, beverages or catering expenses.
- Projects that do NOT have a public performance.
- *Refer the guidelines for more detail.*



Confirmed Award

- Once your contract is fully executed, the award will be distributed in 2 installments.
- Before a payment is processed, you are required to complete the following:

- **Payment 1:**


An executed signed copy of the Grant Agreement, venue confirmation, approved proof of residency and a signed ACH Debit and IRS W9 forms must be received by HAA.

- **Payment 2:**

A Final Report – due within 45 days after the completion of the artist project *If the Final Report is not submitted within 45 days of **Project Completion**; the final payment may be in jeopardy of forfeiture.



Potential Marketing Ideas

- Websites:
 - Artshound ← Required  artshound.com
 - FreshArts
 - Dance Source Houston
 - Glasstire
- Houston Press – free calendar sections.
- Social networking – Facebook, Twitter, etc.
- Emails to regional and local peers/colleagues in your discipline.
- Flyers posted in highly visible locations
- Work with your venue- make sure your event is featured on their webpage, newsletters, mailings etc.



Helpful Information

- Approximately 20-25 artists are funded each round from 65-75 applications received. Each year this number has grown, this is of our last statistics.
- HAA requires artists to upload their work samples on the online grant portal.
 - The online portal will provide instructions on how to upload your work.
- Supplemental Materials:
 - All Materials should be provided as digital medium as per the guidelines Page: 11
 - Submit only what is requested.
 - If you have not gone to E-book publications, then we will accept submission of books as an example of your work sample.



Helpful Information (Continued)

- We strongly recommend that you “cut-and-paste” from a word-processing program to check for grammatical and spelling errors and word count.
- Grantees are **required** to attend an orientation for contract and award.
- All grantees are **required** to credit the City of Houston and HAA in all publicity and printed materials using a very specific credit line:
 - “[Artist Name] is a recipient of an Individual Artist Grant Award. This grant is funded by the City of Houston through Houston Arts Alliance.”
 - See the following link for instructions:
<http://www.houstonartsalliance.com/news/logos/>
- Recipients are responsible for any tax declarations on the grant awards as applicable.



Start Here

Online App Posted:
November 6, 2013

- Download the guidelines:
 - <http://www.houstonartsalliance.com/grants>
 - Hyperlink will be available on website.

**Online App and
Materials Due:**
December 6, 2013 by
5:30 p.m.



Contacting Staff

Grant Department Staff:

Diem Jones, Director of Grants

Shannon Teasley, Grants Manager

Crystal Rodriguez, Grants Coordinator

Dominique Estevez, Grants Assistant

**SHOULD YOU HAVE ANY QUESTIONS ABOUT THE APPLICATION PROCESS,
PLEASE EMAIL STAFF AT: grants@haatx.com or call 713.527.9330**