



2016 Individual Artist Grant Program

** NOTE: We will email you this
presentation and post on our website.*

Applicant Orientation



Funding Source

- Houston Arts Alliance receives funding from the City of Houston through the Hotel Occupancy Tax (H.O.T.) and the funded activities must directly benefit tourism and the convention and hotel industry.





Purpose of IAG Program

- 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

- You may apply as either an Emerging Artist or an Established Artist.
 - **Emerging Artists**
 - Request up to \$5,000 to support artists who have actively and continually pursued their profession for **less than 4 years** in their discipline.
 - **Established Artists**
 - Request up to \$10,000 grant to support experienced artists with **more than 5 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 8 of Guidelines)

<p><u>Choreography</u> Artists pursuing movement and dance composition <i><u>Applicants: 8</u></i> <i><u>Awarded: 3</u></i></p>	<p><u>Literary Arts</u> Artists working in poetry, nonfiction, fiction and playwriting. <i><u>Applicants: 11</u></i> <i><u>Awarded: 3</u></i></p>	<p><u>Film</u> Artists working in screen writing, and film and cinematography production for purpose of creating a complete film project. <i><u>Applicants: 15</u></i> <i><u>Awarded: 5</u></i></p>
<p><u>Multidisciplinary/ Performance Art Artists</u> combining three or more artistic disciplines. <i><u>Applicants: 9</u></i> <i><u>Awarded: 5</u></i></p> <p>5</p>	<p><u>Music Composition</u> (Song writing, development of producing music for CD, engineering compilation, album compilation and development) <i><u>Applicants: 8</u></i> <i><u>Awarded: 2</u></i></p> <p><i><u>*Numbers based on FY15 IAG</u></i></p>	<p><u>Visual, Craft, Sculptural & Media Arts</u> Artists working in design arts, works on paper, metals, stone, wood, crafts, fibers, sculpture, media arts, photography, folk arts, etc. <i><u>Applicants: 54</u></i> <i><u>Awarded: 9</u></i></p>



General Eligibility

- Applicants who have received an HAA Individual Artist Grant within the past award fiscal year (2015) are **ineligible**; unless applying in a new discipline.
- Applicants must have lived in the City of Houston for one year 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 5 of the guidelines for more eligibility details.*



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, equipment, not related to the project.
- Projects or events that have been already completed or 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 page 6 for more detail.*



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 criteria when answering the narrative questions in your application.
- Breakdown of Audience
- Projected Budget costs



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.



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.



Potential Marketing Ideas

- Websites:
 - Artshound.com ← Required
 - Fresh Arts, Culture Map, Dance Source Houston,
 - Houston Press and others
- Social networking – Facebook, Twitter, YouTube etc.
- Emails to regional marketing publicists or outlets
- Flyers posted in highly visible locations
- Work with your venue- make sure your event is featured on their webpage, newsletters, mailings etc.
- Connect with hotels and restaurants and request their hospitality staff provide your event collateral to hoteliers and restaurant attendees.
- Coordinate with Greater Houston Visitor's & Convention Bureau



Supplemental Materials

Due: January 4 by
5:30 p.m.

1. Proof of Residency
2. Artist curriculum vitae
3. Artist Statement (one page limit)
4. A description sheet corresponding to work samples.
5. Work samples (no more than 5)
 - 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- panelist must be able to access all support materials virtually through the portal exclusively.*



Award Process

- Once your contract is fully executed the award will be distributed in 2 installments of 50% each.
- 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 30 days of **Project Completion**; the final payment may be in jeopardy of forfeiture.



Helpful Information

- Approximately 20-25 artists are funded each fiscal year from 100 applications received.
- HAA requires artists to upload their work samples on the online grant portal. CV is required
 - The online portal will provide instructions on how to upload your work.
 - If you are having issues, provide a dropbox link on a word document with a small description
- 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)

- All 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.
- We strongly recommend that you “cut-and-paste” from a word-processing program to check for grammatical and spelling errors and word count.
- Save your work! Often and once you save, log out. Do not stay logged in on your browser



Application Samples

Do's & Don'ts

- Proofread your application
- Have a reasonable timeline
- Write to the funding criteria
- Don't assume!
- Avoid generalizations, use numbers to prove your case

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Important Dates

- **Grant Term:**

FY2016 (April 1, 2016 – June 30, 2017)

- **On-line Application Portal Opens:**

Friday, December 4, 2015

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

Monday, January 4, 2016

(5:30 P.M. not a postmark deadline)



Start Here

- **Writing a Great Grant: An Overview for Individual Artists**

- Tuesday, December 1, 2015, 6:30- 8:30 p.m
- Fresh Arts, 2101 Winter Street, Suite B11, Houston TX 77007
- *Tickets available on Fresh Arts' website at fresharts.org*

Fresh Arts' goal with this workshop is to help local artists develop and refine their grant writing skills and to highlight some important and attainable grants administered locally, such as the Houston Arts Alliance's Individual Artist Grant and the Idea Fund. Even if you do not plan to submit any proposals this fall, this overview will be a fantastic opportunity to develop your strategies for framing your work and honing your grant-writing skills.

- **Individual Artist Open House**

- Tuesday & Wednesday, December 8 & 9, 2015, 1 – 5 p.m.
- Alliance Gallery, 3201 Allen Parkway, Suite 250, Houston TX 77019

Houston Arts Alliance (HAA) invites individual artists and creatives to one of two sessions, in anticipation of this year's Individual Artist Grant (IAG) application as well as future opportunities by way of civic art commissions and acquisitions.

Anyone with questions regarding their final reports, applications, or contract requirements is welcome to attend. You may also bring drafts of your applications and final reports for quick review prior to submission. *PLEASE NOTE: Participation at this event in no way guarantees grant awards or commissions.

***RSVP time slots are REQUIRED. Sign up online no later than December 2nd!
Space is limited.***



Contacting Staff

**SHOULD YOU HAVE ANY QUESTIONS ABOUT THE APPLICATION PROCESS
OR TECHNICAL ISSUES, PLEASE EMAIL STAFF IMMEDIATELY AT:**

Grants@haatx.com or call 713.527.9330