



2017 Individual Artist Grant Program

Application Orientation

Thursday, November 10th

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



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.





Goals of the 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.

Projects or events must result in the creation and completion of new work to be presented in a location that is open to the public.



General Eligibility

- Applicants must live in the City of Houston at the time of submitting the application and through the Grant Term
 - *Proof of residency will be required to upload in the grant application*
- Must be an artist actively engaged in the creation of art.
- Proposed use of grant funds must be for the creation of new work and demonstrate a benefit to the tourism/convention and hotel industry
- *Refer to page 5 of the guidelines for more eligibility details.*



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 receives applications from artists in the following creative disciplines: (see page 6 of Guidelines)

<p><u>Choreography</u> Artists pursuing movement and dance composition <i><u>Applicants: 6</u></i> <i><u>Awarded: 2</u></i></p>	<p><u>Literary Arts</u> Artists working in poetry, nonfiction, fiction and playwriting. <i><u>Applicants: 6</u></i> <i><u>Awarded: 1</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: 8</u></i> <i><u>Awarded: 1</u></i></p>
<p><u>Multidisciplinary/ Performance Art Artists</u> combining three or more artistic disciplines. <i><u>Applicants: 14</u></i> <i><u>Awarded: 1</u></i></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: 1</u></i></p> <p>*Numbers based on FY16 IAG</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: 39</u></i> <i><u>Awarded: 6</u></i></p>



What Will Not Be Funded

- Applications from artists who do not meet the City of Houston residency requirement.
- Applicants who have received an IAG Grant within the past fiscal year (2016); unless applying in a new discipline
- 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 5 for more detail.*



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.

- **Mayor's Office of Cultural Affairs (MOCA)**

- Notifications are sent to applicants after MOCA approval



Review Process & Ranking Criteria

Applications are reviewed using the following criteria weighted on a 100-point rating scale:

- Artistic Merit (maximum of 60 points)
 - How will your project enhance professional growth and expand on your artistic vision?
- Impact on Tourism (maximum of 25 points)
 - What are your marketing plans and how will you draw an audience to Houston?
 - Breakdown of Audience Demographics
- Feasibility of Project (maximum of 15 points)
 - Projected Budget costs
 - Outlining how the grant funds will be used

You must address these specific criteria when answering the narrative questions in your application.



Public Presentation of Work

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

Venue listings around Houston are available at www.artshound.com



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 5 by
5:30 p.m in
application portal.**

1. Proof of Residency
2. Artist Curriculum Vitae/Resume
3. Artist Biography (one page limit)
4. Work samples (no more than 10)
 - See page 6 of the guidelines for specific requirements based on your artistic 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 active and accessible.

**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 45 days of **Project Completion**; the final payment may be in jeopardy of forfeiture.



Helpful Information

- Approximately 10-25 artists are funded each fiscal year from 100+ applications received.
- HAA requires artists to upload their work samples in the online grant portal
 - The online portal will provide instructions on how to upload your work
 - If you are having issues, please contact the Grants department immediately
- Supplemental Materials:
 - All materials should be provided as digital medium as per the guidelines on Page 6
 - Submit only what is requested and provide detail about each of your material items



Helpful Information (Continued)

- If awarded, 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 logos and a very specific credit line:
 - (INSERT NAME OF PROJECT) is funded in part by a grant from the City of Houston through Houston Arts Alliance.
- Recipients are responsible for any tax declarations on the grant awards as applicable.
- Save your work! Often and once you save, log out. Do not stay logged in on your browser



Artist Statement vs Artist Bio

Artist's Statement (no more than 200 words) defined as an introduction and the direction of your work.

- Should be brief – only a few sentences
- Should be about your current art – not past periods
- Should compel the viewer to want to look at your work
- Do not include bio info here

Artist's Biography (1 page only) is similar to your resume but in paragraph form, highlighting accomplishments

- Should include highlights from resume, but not everything
- Include your past – including art instruction, influences
- What events have shaped your artistic direction
- Include exhibits, collections, commissions, awards
- Include where you were born and where you live



Application Samples

Do's & Don'ts

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

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Important Dates

- **Grant Term:**

FY2017 (April 1, 2017 – June 30, 2018)

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

Monday, December 5th 2016 at 8:30am

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

Monday, January 5th 2017 at 5:30pm



Start Here

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

- Tuesday, December 5, 2016, 6:30- 8:30 p.m
- *Tickets available on Fresh Arts' website at fresharts.org*

Join Fresh Arts and local grant experts for an in depth presentation on best practices when composing and applying for artist project grants. This workshop seeks to help local artists develop and refine their grant writing skills and to highlight some important and attainable grants administered locally, such as HAA's Individual Artist Grant and the Idea Fund. Even if you do not plan to submit any proposals this winter or spring, 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 7-8, 2016, 1 to 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. 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 1st! 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