

what we do



Houston is home to more than 500 arts and culture organizations. Houston Arts Alliance (HAA), a nonprofit agency established by the City of Houston to advance the arts on its behalf, champions artists through direct funding, creative initiatives and extraordinary partnerships.

Each year HAA provides more than 225 grants to nonprofit arts organizations and individual artists. In addition, HAA invests in and nurtures Houston's thriving creative community by cultivating skill-based business volunteers, commissioning the work of artists for public spaces, managing the city's existing civic art collection, showcasing Houston's rich folklife traditions, and empowering arts organizations to become sustainable and reach new audiences. Houston Arts Alliance is helping to create a richly diverse landscape for an emerging 21st-century city.

The following is a snapshot of Houston Arts Alliance's current initiatives by program.

civic art + design

Civic Art + Design, partnering with the City of Houston, commissions art reflecting the city's creativity and uniqueness and is a catalyst for creative economic development and placemaking. This program fosters a contemporary collection of works and manages the existing City Art Collection.

civic art projects

- :: New Portable Works Collection at both Houston airports resulting in more than 100 new works by local artists and introducing contemporary Texas craft into the collection for the first time
- :: Sculptural parking meters created by local artists
- :: Recycling truck wraps designed by local artists
- :: Installation of seven new, large-scale, contemporary artworks at William P. Hobby Airport created by Houston, regional and international artists



artshound.com

Artshound.com is a comprehensive online calendar of all arts and culture events serving the 12-county Greater Houston Area.

grants

Grants are a fundamental means of promoting excellence in the creative sector. On behalf of the City of Houston, HAA provides more than 225 grants annually to nonprofit arts organizations and individual artists through a competitive allocation process. Grant applications are considered by external peer review panels.

HAA funds the following:

- :: Individual artists
- :: General operating support
- :: Arts projects
- :: Arts marketing
- :: City's Initiative (appropriated by the mayor)
- :: Touring + Neighborhood Arts program
- :: Folk Arts Fellowship
- :: Capacity building
- :: Jamail Innovation Grant



folklife + traditional arts

Folklife + Traditional Arts, one of only four urban folklife programs in the United States, embraces the breathtaking range of grassroots culture found in the region—from the artistic heritage of its established communities to the remarkably rich traditions of Houston's new immigrants—through research, documentation and public programming.

- :: Local Roots, Global Culture, programming that explores the traditions of the many cultural communities that call Houston home, including *Voices of the Spirit*, an annual concert of various sacred music traditions
- :: Winter Celebrations, a trio of installations along with live performances and interactive events centered on the feast day of the Virgin of Guadalupe, Lunar New Year and the African-American trail riders who help kick off the annual rodeo



arts & business council of greater houston

The Arts & Business Council of Greater Houston (ABC) creates and expands relationships between non-profit arts/cultural organizations and the corporate community. Focused on leadership and volunteerism, programs of the ABC build stronger support for the arts and foster a knowledge-sharing culture within the Greater Houston community.

The ABC serves as a vital link between business and the arts, creating connections to make the Greater Houston area culturally vibrant and economically strong.

Programming includes:

- :: Board Leadership for the Arts
- :: Business Volunteers for the Arts
- :: Financial Literacy for the Arts

programs + services

Programs + Services helps build and foster a vibrant, creative community by providing resources to arts organizations and artists.

The Capacity Building Initiative (CBI) strengthens the management capabilities of arts organizations so they may grow, thrive, and deploy their resources effectively and responsibly. CBI works with arts organizations of all sizes and at all stages of development, from start-ups to mature institutions. It offers funding, workshops, assessments and training on topics ranging from budgeting to board governance, fund development, strategic planning, accounting, administrative systems and more.

CBI is divided into four programs based on the size of participating organizations:

- :: Pre-Incubator Program
- :: Resident Incubator Program
- :: Accelerator Program
- :: Sustainability Program

Programs + Services also provides PatronManager® CRM, a web-based customer relations management system; Arts Database Management Program for list sharing and audience analysis; and power2give.com, a crowd fundraising platform with arts and culture projects from nonprofit organizations across the 10-county region.