

who we are



our mission

Houston Arts Alliance (HAA) is the local nonprofit arts agency that enhances the city's quality of life through advancing and investing in the arts and diverse cultural programming. The work of HAA encourages Houston's development and shapes its global reputation by fostering tourism and supporting and promoting the city's creative economy.

our vision

Houston Arts Alliance is the leading voice for the arts in Houston. We invest in artists and arts organizations, helping them thrive by effectively connecting the nonprofit arts to the larger creative industry, the community, government and business. We support tourism through arts marketing and special initiatives.

our principles

- :: Our highest priority is to support and advance the arts. Established as a public-private partnership, our mandate is to leverage public investment in the arts with foundations, corporations and individual supporters in order to advance our mission, implement our goals and ultimately expand resources for the entire arts sector.
- :: It is vital that organizations have the resources to sustain and grow financially; artists should be respected as community leaders and have the resources to sustain and grow a career and have the opportunity to challenge and test their artistry. If the arts are embraced as a critical component of a diverse community life, then arts professionals can cultivate careers in Houston.
- :: A city is more successful when resources are available to the arts sector. Houston's economy will strengthen when more citizens and visitors are participating in the arts in Houston.
- :: Houston's unique cultural and ethnic diversity provides the foundation for expanding its identity as a global center for the arts.
- :: HAA is more successful when working in partnership. Our primary partners are government, academia, business, tourism and the arts.
- :: A 21st -century city must have a vibrant creative economy to compete nationally and globally. To succeed, a strong nonprofit arts sector must be engaged with a diverse for-profit creative sector.



our goals

- :: Investigate, evaluate and promote opportunities for strategic expansion of the arts sector to advance tourism and improve quality of life.
- :: Strengthen, coordinate and expand arts marketing in Houston.
- :: Create the next great collection of public art and extraordinary public spaces, through partnerships and public and private resources.
- :: Promote and nurture business partnerships with the arts.
- :: Foster and expand professional development for the arts community.
- :: Proactively and effectively lead, serve and facilitate a dialogue in the arts field.
- :: Expand relationships with the City of Houston and Harris County through excellent stewardship of public funds and programs.
- :: Explore, celebrate and market the folk and artistic traditions of Houston's diverse communities as an essential aspect of its unique cultural identity.
- :: Expand and diversify HAA funding to arts organizations and artists.
- :: Expand and diversify funding for HAA.

NOTE: The objectives are not arranged in order of importance or chronology.