

# TOURING & NEIGHBORHOOD ARTS PROGRAM

## FY2014 Guidelines

### GRANT TERM

(Programming to take place between): **March 1, 2014 – June 30, 2014**

Dates	Program Calendar
November 12, 2013	TNAP Guidelines Published onto HAA Website
December 13, 2013 no later than 5:30PM	TNAP WORD Document Application & Support Material Due, electronic submission by email.
January 2014	TNAP Panel Review
February 2014	Grants Committee, Board Approval & Award Letters
March 1, 2014	TNAP Awardees begin Grant Term
August 15, 2014	Final Report due no later than 45 days after project completion date. <i>*All Projects and Final Reports must be closed out no later than August 15, 2014</i>

### Overview of the Program

The Touring & Neighborhood Arts Program (TNAP) is designed to provide broad access to arts projects in neighborhoods and communities. **PRIORITY will be given to organizations outside of Houston within Harris County, with budgets under \$300,000 that are not currently receiving FY2014 funding from HAA.** The objective of the grant category is to increase the number of quality arts programs and performances available throughout all areas of Harris County in a variety of public venues. This category funds activities in all artistic disciplines, including but not limited to visual arts, music, theater, dance, literature, media and folk arts. Funding for the Touring & Neighborhood Arts Program is provided by the Texas Commission on the Arts.

#### Houston Arts Alliance

3201 Allen Parkway, Suite 250 • Houston, TX 77019

Phone 713.527.9330 • Fax 713.630.5210 • Website: [www.houstonartsalliance.com](http://www.houstonartsalliance.com)

## General Eligibility

1. **Priority will be given to organizations outside of Houston within Harris County, with budgets under \$300,000 that are not currently receiving FY2014 funding from HAA.**
2. The organization has had tax-exempt status under Section 501(c)(3) (or equivalent) with the Internal Revenue Service for one full year prior to the application deadline.
3. The organization has been in operation for one full year and can produce financial statements showing activity for one full year prior to the application deadline.
4. The organization has at least a one-year history of touring or presenting public arts and cultural programs and is able to submit documentation to demonstrate its public arts/cultural programming.
5. The organization provides local arts programs and events that are open to the general public.
6. The organization does not have outstanding Houston Arts Alliance final reports from any HAA grant program.

## Eligible Programming

- This category is open to Houston and Harris County-based nonprofit organizations who offer a variety of artistic programming to locations within Harris County (unincorporated and municipalities).
- In general, the Touring & Neighborhood Arts Program will give priority to applications from organizations with operating budgets under \$300,000 and organizations that are based in Harris County outside the City of Houston. Non-arts nonprofit organizations are eligible to apply to present professional artists in any art form for activities such as performances, workshops, exhibitions, readings, and residencies designed for community audiences.
- Eligible program and performance sites include, but are not limited to: community centers, senior centers, public libraries, public parks, theaters and civic auditoriums.
- All programming must take place within the grant term.
- Arts/cultural organizations that do not receive Hotel Occupancy Tax funding for operating or project support (either directly from Houston Arts Alliance or through the Museum District, Theatre District or Miller Outdoor Theatre) may apply for projects taking place in their own venues or elsewhere in their community. This includes organizations based in incorporated municipalities such as Bellaire, Pasadena, Spring, Tomball, etc. and organizations based in the unincorporated areas of Harris County.
- Arts/cultural organizations in City of Houston that receive Hotel Occupancy Tax funding for operating or project support (either directly from Houston Arts Alliance or through the Museum District, Theatre District or Miller Outdoor Theatre Advisory Board) are eligible to apply in this category **ONLY** to tour their artistic programming to venues outside of the City of Houston and venues that are not part of their regular performance or programming venues.
- This grant category provides funding to nonprofit organizations to hire artists, artists' groups or arts organizations to engage audiences in their communities for performance series, community-based residencies, exhibitions and other types of touring and presenting programming centered on arts and culture.
- An organization may apply for a program or performance for a pre or K–12 school provided that the organization is also planning at least one other program or performance outside of the classroom setting and open to the general public.

## Request Amount

The maximum request per application is \$5,000, not to exceed 50% of the project's **cash** costs.

Houston Arts Alliance encourages organizations to seek funding from a variety of sources—both unearned (contributed) and earned. In order to encourage organizations to diversify their funding, total grants awarded to an organization from all possible Houston Arts Alliance grant programs may not exceed 30% of the organization's previous year's cash revenues as verified by their IRS 990 (if applicable) or previous year's financial statement.

This 30 Percent Rule applies whether an organization applies for only one grant or more than one grant in a fiscal year. For example, an organization with cash revenues of \$10,000 in fiscal 2013 (the most recently completed fiscal year in this example) can receive up to a total of \$3,000 among **ALL** HAA grant programs.

If an organization submits an application to Houston Arts Alliance for more than 30% organization's annual revenues, Houston Arts Alliance will adjust the request accordingly.

## REQUIRED: Matching Funds

Touring & Neighborhood Arts Project grants must be matched dollar-for-dollar (100 percent) and shown in actual cash expenses. Example: if the total cash expense for the project is \$10,000 then the organization's request for funding through this program cannot exceed \$5,000. Please note these funds must be spent during the grant term and must come from sources other than HAA.

## Multiple Applications

- Only one application per organization may be submitted by the application deadline.
- An organization may be listed as a featured artist under a presenting organization's application. If more than two applications are submitted in any one cycle featuring the same artist or arts group, Houston Arts Alliance reserves the right to determine which application will be funded.
- Applications from more than one organization for the same project cannot be accepted.

## Ineligible Organizations, Programs & Items

Touring & Neighborhood Arts grants **DO NOT** support the following:

- For-profit organizations or businesses
- Organizations based outside of Harris County
- Presenting and touring activities outside of Harris County.
- Capital improvements (construction, renovation, the purchase of permanent (or non expendable) equipment or real property,).
- Funding prior deficits or non-project related expenses
- Tuition costs or costs of instructional programs that have primary impact on individuals or small groups.
- Organizations whose administrative offices are outside of Harris County.
- Costs related to performances funded by Miller Outdoor Theatre or already funded by Hotel Occupancy Tax funds.
- Scholarships, purchase of awards or cash prizes.
- Benefits, galas and projects planned primarily for fund raising.
- Licensing fees, other than standard performance royalties of any kind.
- Loans, interest on loans, fines, penalties or costs of litigation.
- Refreshments, beverages, social functions, parties or receptions.
- Individuals or projects by individuals (these are funded through Houston Arts Alliance's Individual Artist Program).
- Religious projects or activities. Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met: Funds may not be used for a direct religious purpose, funds may be used to support programming of a secular purpose, the primary effect of the funding does not advance or inhibit any one religion or faith and the activity must be open to the general public.
- Projects, productions, workshops and/or programs that include obscene material as defined in Section 43.21, Penal Code of Texas.
- Non-direct project costs or items such as staff salaries or ongoing operating expenses, etc.
- Programs or activities that take place outside of the grant cycle. This includes expenses incurred before or after the project period: activities that take place outside the grant period.
- Programs, projects and staff currently funded by other Houston Arts Alliance grant programs.
- Organizations delinquent in their reporting to the Houston Arts Alliance or that have defaulted on a previous grant
- For organizations based in the City of Houston that already receive Hotel Occupancy Tax support, this category does not fund programming offered in the applicant organization's regular place of business (including performance, rehearsal or class space).

## Funding Criteria

The Touring & Neighborhood Arts applications are evaluated based on the following criteria:

### Artistic Merit (40 points)

- Overall artistic quality of the project as presented in the narrative section of the application.
- Degree of involvement of professional artists, recognized for their knowledge and expertise in the particular artistic discipline. Evidence of artistic merit to be evaluated looking at the artists resumes and artistic support materials.

### Program Design & Implementation (30 points)

- Evidence of planning that incorporates the artist and the presenting organization.
- Soundness of the plans for publicity and an evaluation process.
- Realistic and appropriate budget for the project; funding is diversified.
- Proposed impact on the public.
- Organization's experience in delivering similar projects (as evident in the support materials).

### Audience Development & Community Outreach (30 points)

- Impact of the project on the community's access to the arts or development of new or expanding of the applicant's audience.
- Availability of similar programming in the served community.
- Plan of a marketing and publicity to reach a wide audience.
- Programming addresses the needs and interests of a culturally diverse audience.

**Bonus points:** To address the priority organizations as stated in the eligibility section HAA offers bonus points, not to exceed ten points to applicant organizations that meet the following criteria:

- Arts/cultural organizations with budgets under \$300,000 will receive an additional five (5) bonus points.
- Arts/cultural organizations based outside the City of Houston within Harris County will receive an additional five (5) bonus points.

## After Receiving a Grant

- Organizations that are awarded grants by Houston Arts Alliance are required to sign our standard grant agreement that outlines the requirements of the grant. The Grant Agreement states the scope of services which is based on the application. The Grant Agreement also outlines the terms of the grant, reporting requirements and other responsibilities of the Grantee.
- Houston Arts Alliance requires two signatures one from the CEO/executive director or equivalent and the second from the board chair/president or equivalent. If the board president and executive director is the same person, then another non-related board officer must sign.
- Grant payments are made in two installments; the initial payment (50%) will be made upon HAA receiving the signed grant agreements. The last payment will be due upon submission and approval of the Final Report.
- A Final Report is due no later than forty-five days after the end of the grant term. The Final Report requires financial and project documentation associated with the funded project. Each item submitted as financial documentation must have two forms of proof supporting the payment (invoice & check **or** receipt & credit card statement). All financial documentation must be dated during the grant term.

## Crediting Support of Funders and Houston Arts Alliance

Grantees are required to acknowledge the support of Houston Arts Alliance, Harris County and the Texas Commission on the Arts using the credit line below and logos available for download on the HAA website ([www.houstonartsalliance.com](http://www.houstonartsalliance.com)).

Credit Line: *"(This project) is funded in part by a grant from the Texas Commission on the Arts through the Houston Arts Alliance."*

## Application + Support Material

Organizations interested in applying for a Touring & Neighborhood Arts Grant must submit a complete application and required support materials no later than 5:30 PM on the appropriate deadline. Please note that this is not a post-mark deadline.

1. Applications can be downloaded from our website by visiting <http://www.houstonartsalliance.com> under Grants/Organizations/Touring & Neighborhood Arts. (<http://www.houstonartsalliance.com/grants/organizations/touring-neighborhood-arts-program/>)
2. Applicants must also submit the following support materials via email to **Grants@haatx.com** along with the application by the required deadline date:
  1. One copy of résumés or biographies of the principal artists who will be involved in the proposed project (not to exceed 3 pages total).
  2. One copy of confirmation or support letters from the venues where proposed activities will take place (not to exceed 3 pages total).
  3. Letter size (8 ½" x 11") samples of printed materials related to proposed or prior touring and presenting activities (flyers, programs, announcements, photos etc.).

## Need Assistance?

Should you have any questions about the application, please email grants staff at:

- **Diem Jones**, Director of Grants: [Diem@haatx.com](mailto:Diem@haatx.com)
- **Shannon Teasley**, Manager of Grants: [Shannon@haatx.com](mailto:Shannon@haatx.com)
- **Crystal Rodriguez**, Grants Coordinator: [CRodriguez@haatx.com](mailto:CRodriguez@haatx.com)
- **Dominique Estevez**, Grants Assistant: [Dominique@haatx.com](mailto:Dominique@haatx.com)

**\*All APPLICATIONS AND SUPPORT MATERIAL MUST BE SUBMITTED NO LATER THAN DECEMBER 13, 2013 AT 5:30pm TO [GRANTS@HAATX.COM](mailto:GRANTS@HAATX.COM) . PLEASE TITLE THE SUBJECT OF YOUR SUBMISSION AS FOLLOWS:**

**SUBJECT: FY14 TNAP APPLICATION SUBMISSION NAME OF YOUR ORGANIZATION**