



2017 Individual Artist Grant Program

Grant Term: April 1, 2017 – June 30, 2018

Grantee 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 Individual Artists Grant Program

Whether an Emerging Artist or an Established Artist Grantee, the Individual Artist Grant program encourages the creation of NEW WORKS.

- Through the Individual Artist Grant program, Houston Arts Alliance aims to:
 - Recognize Houston artists and their contributions to the nonprofit arts sector and the community-at-large.
 - Attract visitors to Houston.
 - 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.



What May be Funded:

1. Artist fees
2. Marketing & promotion of unique one-time events including advertising and printing costs
3. Travel and lodging for visiting artists
4. Event related expenses such as rental of technical equipment or venue space.



What May Not Be Funded

- Project activities that do not meet the eligible uses of the Hotel Occupancy Tax, as outlined in the Texas Tax Code Chapter 351: <http://www.statutes.legis.state.tx.us/Docs/TX/htm/TX.351.htm>
- Existing deficits, loans, interest on loans, fines, penalties or costs of litigation.
- Projects or events that are extensions of training (i.e. academic programs, conferences, classes and workshops)
- Costs related to performances or programs already funded by Hotel Occupancy Tax (through the Houston Arts Alliance, Miller Outdoor Theatre, Houston Museum District Association, or Theater District Improvement)
- Scholarships or cash prizes
- Travel and lodging outside of Houston
- Benefits, galas and projects planned primarily for fundraising
- Projects or performances that are regularly occurring events.
- Projects or activities which have a primary purpose that is religious. Religious organizations or groups closely affiliated with religious organizations may receive funding if all the following conditions are met:
 - a) The funded program has a secular purpose
 - b) The primary effect of the funded program does not advance or inhibit any religion
 - c) The activity is open and advertised to the general public
- Purchase of equipment (except rental costs directly affiliated with the funded project or program)
- Capital building expenses
- Meals, refreshments and/or catering expense

Contract and Requirements

Credit Line

All printed, broadcast, electronic materials and announcements pertaining to your grant should have the following credit line:

This project is funded in part by the City of Houston through Houston Arts Alliance.

When logos are displayed both the City of Houston and Houston Arts Alliance logos shall be used. The City of Houston seal will always be twice as large. You will find logo information and instructions at the following link: <http://www.houstonartsalliance.com/news/logos/>.





Contract and Requirements

Grant Term

April 1, 2017 – June 30, 2018

**ALL PROGRAMMING MUST TAKE PLACE WITHIN THE
GRANT TERM**



Contract and Requirements

Scope of Services

- All events and activities should be implemented in accordance with the Scope of Services described in the grant contract;
- The Grantee shall spend the grant award only for the purposes described in the Scope of Services;
- There should be no changes to the Scope of Services for the Grant Term;
- Any change in the purpose, intent or goal of the project is not permitted.



Contract and Requirements

Public Presentation of Work

- Artists are required to present their work in a public venue before the end of the grant term, which is June 30, 2018.
- Venue confirmation is required from each artist. Any request for venue changes should be communicated and updated as soon as possible.
- Artists are encouraged to identify a highly visible, public project site (venue) for the presentation of the new works.
- Remember to do your best in promoting your event for cultural tourism draw throughout the City of Houston.



Contract and Requirements

Special Conditions

Term extension

- up to 3 months maximum
- Should be requested in writing, explaining why an extension is needed
- Submit the request no later than 30 days before the end of the grant term

Project Changes

- Change in dates of the project;
- Change in key personnel;
- Change in artistic programming;
- Change in physical address, mailing address or e-mail.
- Grants staff should be notified within 30 days by submitting the *Special Conditions Form*

Grantees must request Special Conditions forms to Grants Staff via e-mail at grants@haatx.com



Promotion & Outreach Ideas

- Websites:
 - Artshound.com ← Required
 - Fresh Arts, CultureMap, Dance Source Houston, Houston Press and others.
- Social networking – Facebook, Twitter, YouTube etc.
- Emails to regional and local peers/colleagues in your discipline.
- 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 that their hospitality staff provide your event collateral to hotel and restaurant guests.



Payments

The grant award will be paid in two installments based upon Houston Arts Alliance's receipt of funds from the City of Houston:

- 1st payment – 50% upon signing the agreement
- 2nd payment – upon completion and approval of the final report.

The final payment of the Grant shall be withheld until

- ❑ the contract term is complete,
- ❑ the Services are complete,
- ❑ the Grantee has submitted its Final Report and supporting documentation,
- ❑ Houston Arts Alliance has accepted and approved the Final Report.



Final Report

The Final Report should include:

- A final report form detailing how the Grantee utilized the grant award;
- A detailed accounting of how grant funds were expended, together with PDF copies of receipts, invoices and checks documenting expenses;
- Project Documentation, such as publications, promotional materials, flyers, brochures, programs, postcards, announcements, press releases, press clippings, etc must all be submitted with the Final Report.



Final Report

Financial Documentation

All items should correspond to the grant award amount and should fall within the grant term and within HOT compliance.

Grantee should provide two supporting documents per each item including:

a) cancelled checks and b) invoices and signed artist contracts or receipts

or

a) checks and b) bank statements showing that the check has been paid.

Every check copy and receipt or invoice copy provided to Houston Arts Alliance should be dated during the grant term (between April 1, 2017, and June 30, 2018)



Summary Information

- **Grant Term: April 1, 2017 – June 30, 2018**
- Scope of Work changes are not permissible.
- Venue location, project event and budget changes require review and approval from the Grants Department.
- **Final Report – June 30th or no later than August 15, 2018.**
- HAA policy is that all Final Reports are to be received no more than 45 days of project, event, or performance completion.



Contacting Staff

SHOULD YOU HAVE ANY QUESTIONS ABOUT THE APPLICATION PROCESS, PLEASE EMAIL STAFF AT: Grants@haatx.com or call 713.527.9330