Community Outreach Report: Houston Arts & Culture HOT Grantee Organizations

April 2015
Contents

• Overview
• Objectives & Goals
• Scope
• Combined Report
• Comparisons to 2009 Report
• Analytical Data Reports
  – Houston Arts Alliance
  – Houston Theater District
  – Houston Museum District
• Recommendations
• Council District Map
Overview

• The City of Houston (COH) provides general operating funding to nearly 300 arts and culture organizations utilizing Hotel Occupancy Taxes (HOT). These funds are obligated per ordinance to enhance tourism to and within Houston.

• This analysis includes HOT grantees through Houston Arts Alliance, Houston Museum District and Houston Theater District.

• It is recognized that COH HOT arts and culture grantees are more heavily concentrated in the city center, with an uneven distribution of arts and culture organizations throughout all of the council districts.
• However, this report demonstrates that the community outreach conducted by these HOT recipients reaches all council districts of the city, with relatively small variances.

• In addition to enhancing the tourist experience, Houston’s large and diverse arts and culture sector provides enrichment and educational opportunities for the region’s 3 million + residents, this elevating quality of life for all residents.
The sector is vital to attracting highly qualified faculty to the region’s universities, and is a key selling point to attracting highly skilled workforce and corporations to the region.

The section as a whole augments the severely reduced arts education opportunities in public schools.

The CVB has confirmed that the arts and culture are a primary component to the area’s competitiveness as a business and leisure tourism destination.
Goals & Objectives

• Document outreach efforts by COH HOT grant recipients throughout the City of Houston and Harris County. *

  * Outreach efforts are tracked in this survey. These are not necessarily HOT funded initiatives.

• Identify the aggregate outreach.

• Identify potential geographic outreach gaps in service.
Scope

1. For the purposes of this analysis, “outreach” is defined as any activity seeking to connect the broader community with the programs and services of arts and cultural organizations.

2. “Outreach” may include delivery of free programs and services from the organization into the community setting. It may also include transport of community members in an organized fashion to the facility or site for free access to programs and services.

3. Outreach recipients may include schools, community centers, churches, libraries, civic associations, etc.
4. Miller Outdoor Theatre was not included in this study because Miller, as a free outdoor facility in a public park, provides extensive audience development for the rest of the field. For example, Houston Grand Opera, Ensemble Theatre and Houston Symphony all provide free programming at Miller. This is partially underwritten with HOT funds.

5. This report includes a combined report of all grantees, and separate sections for Houston Arts Alliance, Houston Museum District and Houston Theater District.
Combined Report

Houston Arts Alliance, Houston Museum District and Houston Theater District.
Combined Outreach Impact

Total Outreach by Location was 7,064.

Total Outreach by Attendance was 5,552,280 persons.
Outreach Impact (Locations)

Combined Total Outreach by Number of Locations in City of Houston (per Council District) and Harris County

District A = 557
District B = 539
District C = 1,000
District D = 1,032
District E = 351
District F = 341
District G = 450
District H = 614
District I = 778
District J = 363
District K = 345
Harris County = 694
Locations Chart

Combined Total Outreach by Number of Locations Illustrated by Column Chart

- District A: 557
- District B: 539
- District C: 1,000
- District D: 1,032
- District E: 351
- District F: 341
- District G: 450
- District H: 614
- District I: 778
- District J: 363
- District K: 345
- Harris County: 694
## Outreach Impact (Attendance)

Combined Total Estimated Outreach by Attendance in City of Houston (per Council District) and Harris County

<table>
<thead>
<tr>
<th>District</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>District A</td>
<td>332,646</td>
</tr>
<tr>
<td>District B</td>
<td>454,786</td>
</tr>
<tr>
<td>District C</td>
<td>964,536</td>
</tr>
<tr>
<td>District D</td>
<td>946,720</td>
</tr>
<tr>
<td>District E</td>
<td>267,489</td>
</tr>
<tr>
<td>District F</td>
<td>209,547</td>
</tr>
<tr>
<td>District G</td>
<td>338,706</td>
</tr>
<tr>
<td>District H</td>
<td>556,265</td>
</tr>
<tr>
<td>District I</td>
<td>738,632</td>
</tr>
<tr>
<td>District J</td>
<td>292,386</td>
</tr>
<tr>
<td>District K</td>
<td>187,431</td>
</tr>
<tr>
<td>Harris County</td>
<td>291,587</td>
</tr>
</tbody>
</table>
Attendance Chart

Combined Total Estimated Outreach by Attendance Illustrated by Column Chart
## Outreach Impact (Percentage)

**Combined Total Outreach by Percentage in City of Houston (per Council District) and Harris County**

<table>
<thead>
<tr>
<th>District</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>District A</td>
<td>7.9%</td>
</tr>
<tr>
<td>District B</td>
<td>7.6%</td>
</tr>
<tr>
<td>District C</td>
<td>14.2%</td>
</tr>
<tr>
<td>District D</td>
<td>14.6%</td>
</tr>
<tr>
<td>District E</td>
<td>5.0%</td>
</tr>
<tr>
<td>District F</td>
<td>4.8%</td>
</tr>
<tr>
<td>District G</td>
<td>6.4%</td>
</tr>
<tr>
<td>District H</td>
<td>8.7%</td>
</tr>
<tr>
<td>District I</td>
<td>11.0%</td>
</tr>
<tr>
<td>District J</td>
<td>5.1%</td>
</tr>
<tr>
<td>District K</td>
<td>4.9%</td>
</tr>
<tr>
<td>Harris County</td>
<td>9.8%</td>
</tr>
</tbody>
</table>
Percentage Chart

Combined Total Outreach by Percentage
Illustrated by Pie Chart
## Outreach Impact

<table>
<thead>
<tr>
<th>Location</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined</td>
<td>7,064</td>
<td>5,552,280</td>
</tr>
<tr>
<td>HAA</td>
<td>836</td>
<td>3,519,526</td>
</tr>
<tr>
<td>Theatre Dist.</td>
<td>1,898</td>
<td>278,126</td>
</tr>
<tr>
<td>Museum Dist.</td>
<td>4,330</td>
<td>1,754,628</td>
</tr>
</tbody>
</table>
Combined Summary

• Outreach was present and active in all council districts and in Harris County.

• Outreach was relatively well distributed throughout all council districts and Harris County.

• The relative average was 8%.

• Two districts (A, B) were equal; four districts (C, D, H, I) and Harris County were above; and five districts (E, F, G, J, K) were below the relative average.
Combined Summary Continued

• All districts were within 3% of the relative average. One district (H) was within 1%; one district (G) and Harris County was within 2%, and five districts (E, F, I, J, K) were within 3% of the relative average.

• None of the council districts nor Harris County were underrepresented, however, two Council Districts (C, D) were overrepresented (more than 3% difference of the relative average).

• 90% of outreach was within the City of Houston. 10% of outreach was outside the city but within Harris County.
Comparisons to 2009 Report

General

• The first outreach report was based on FY2009.
• Two new council districts, District J and District K, have been created since the 2009 report.
• Data from Miller Outdoor Theatre was included in the 2009 report.
Comparisons to 2009 Report
Locations only, no attendance figures

Combined

• The number of combined outreach locations in 2009 was 3,793 as compared to 7,064 in this report. The increase is due to more participants in this report (primarily through the Museum District) and more active tracking of outreach.

• The 2009 report indicated outreach as follows, from highest to lowest:
  Harris County, D, A, C, G, I, B, H, F, E.

• The current report indicated outreach as follows, from highest to lowest:
Comparisons to 2009 Mapping Data Report

Houston Arts Alliance

• The number of combined outreach locations in 2009 was 857 as compared to 836 in this report.

• The 2009 report indicated outreach as follows, from highest to lowest:
  I, D, C, H, G, Harris County, A, E, B, and F.

• The current report indicated outreach as follows, from highest to lowest:
Comparisons to 2009 Mapping Data Report

Houston Theater District

• The number of combined outreach locations in 2009 was 1,150 as compared to 1,898 in this report.

• The 2009 report indicated outreach as follows, from highest to lowest:
  Harris County, A, D, G, C, H, I, B, F, E.

• The current report indicated outreach as follows, from highest to lowest:
  C, A, I, K, D, H, Harris County, E, G, F, B, J.
Comparisons to 2009 Mapping Data Report

Houston Museum District

• The number of combined outreach locations in 2009 was 1,786 as compared to 4,330 in this report.

• The 2009 report indicated outreach as follows, from highest to lowest:
  Harris County, D, I, C, A, H, B, G, F, E.

• The current report indicated outreach as follows, from highest to lowest:
### Comparisons to 2009 (Locations)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Combined</td>
<td>3,369</td>
<td>7,064</td>
</tr>
<tr>
<td>HAA</td>
<td>857</td>
<td>836</td>
</tr>
<tr>
<td>Theatre Dist.</td>
<td>1,150</td>
<td>1,898</td>
</tr>
<tr>
<td>Museum Dist.</td>
<td>1,786</td>
<td>4,330</td>
</tr>
</tbody>
</table>
About Houston Arts Alliance

The Houston Arts Alliance (HAA), the city of Houston’s Local Arts Agency, is a public private partnership created by the City of Houston to advance the arts on its behalf. A, 501(c)3 nonprofit arts organization, HAA exists to enhance the quality of life and tourism in the Houston region by supporting and promoting the arts through programs, initiatives and alliances.

HAA distributes more than $3 million in grants to more than 220 nonprofit arts organizations and individual artists, and provides extensive services to the field, among other initiatives.
HAA Grantee Data

• This comprehensive summary report contains analytical data provided by the Houston Arts Alliance (HAA) from grantee audience survey reports for the 2013 fiscal year (July 1, 2012, through June 30, 2013).

• A total of 139 organizations submitted reports.

• All organizations reported outreach by total number of persons affected, known as attendance, and outreach by Council District.
Participating Institutions

Ambassadors International Ballet Folklorico
American Festival for the Arts
American Turkish Association of Houston
Aperio, Music of the Americas
Arts Lyrica Houston
Art Colony Association
Art League Houston
Asia Society Texas Center
Asian-Pacific American Heritage Association
Aurora Picture Show
Awakenings, Inc.
Bach Society Houston
Bay Area Chorus
Bay Area Houston Ballet & Theatre
Bayou City Concert Musicals
Bharathi Kalai Manram
Bobbindoctrin Puppet Theatre
Box 13 Artspace
Brazilian Arts Foundation
Brilliant Lecture Series
C2 Creative
Cantare Houston
Center for African American Military History
Chamber Music Houston
Children’s Prison Arts Project
Chinese Community Center, Inc.
City Ballet of Houston
City Dance
City of Houston – Parking Management Division
Classical Theatre Company
Clay Houston
Colombian Folkloric Ballet
Community Artists’ Collective
Contemporary Arts Museum Houston
Czech Cultural and Community Center
Da Camera of Houston
Dance Houston
Dance of Asian America
Dance Source Houston
Diaz Music Institute
Discovery Green Conservancy
Diverse Works, Inc.
Dominic Walsh Dance Theatre
Earthen Vessels (the Sandra Organ Dance Co)
Evelyn Rubenstein Jewish Community Center
Exclamation Dance Company
Express Children’s Theatre
Fotofest, Inc.
Foundation for Modern Music
FrenetiCore
Fresh Arts, Inc.
Glasstire
Greater Houston Preservation Alliance, Inc.
Gulf Coast: A Journal of Literature and Fine Arts
Hermann Park Conservancy
HITS Theatre
Hope Stone, Inc.
Houston Boychoir, Inc.
Houston Center for Contemporary Craft
Houston Center for Photography
Houston Chamber Choir
Houston Children’s Chorus
Houston Cinema Arts Society
Houston Early Music
Houston East End Chamber of Commerce
Houston Festival Foundation, Inc.
Houston Fire Museum
Houston Institute for Culture
Houston International Dance Coalition
Houston Metropolitan Dance Center, Inc.
Houston Museum of African American Culture
Houston Palestine Film Festival
Participating Institutions cont’d

Houston Public Library
Houston Swing Dance Society
Houston Young Artists Concert
Houston Youth Symphony & Ballet
Indian Film Festival of Houston, Inc.
Indian Performing Arts-Samskriti
Indo-American Association
Inprint, Inc.
Institute of Hispanic Culture of Houston
InterActive Theater Company
Jazz Education, Inc.
Karen Stokes Dance
Kingwood Dance Theatre
Kingwood Pops Orchestra
Korean American Society of Houston
Lone Star Lyric Theatre Festival
Main Street Theater at Autry House
Mercury Baroque Ensemble
Michele Brangwen Dance Ensemble
Mildred’s Umbrella Theater Company
Multicultural Education and Counseling Through the Arts
Museum of Cultural Arts Houston
Musiqa
N023 Houston Chapter SPESBSQSA
Nameless Sound
Neighborhood Centers, Inc.
NobleMotion Dance
OCA-Greater Houston Chapter
Opera in the Heights
Opera Vista
Orissa Culture Center, Inc.
Project Row Houses
Rice Design Alliance
Rice University
River Oaks Chamber Orchestra
Rothko Chapel
Russian Cultural Center “Our Texas”
Several Dancers Core
Shunya
Southwest Alternate Media Project
Stages Repertory Theatre
Suchu, Inc.
Sweet Adelines International
Tagore Society of Houston
Talento Bilingue de Houston
Texan-French Alliance for the Arts
Texas Accountants and Lawyers for the Arts
Texas Black Expo
Texas Medical Center Orchestra
The catastrophic Theatre
The Center For Hearing and Speech
The Country Playhouse
The Ensemble Theatre
The Heritage Society
The museum of Printing History
The Orange Show Center for Visionary Art
The Periwinkle Foundation
Theatre Lab Houston
Theatre Southwest Inc.
Trinity Jazz Festival
University of Houston – Arte Publico Press
University of Houston – Blaffer Arts Museum
University of Houston – Cynthia Woods Mitchell Center for the Arts
Uptown Dance Company
Virtuosi of Houston
Voices Breaking Boundaries
Weather Research Center – The Weather Museum
Women in Film and Television
Wordsmyth Theatre Co
Writers in the Schools
Young Audiences Inc. of Houston
HAA Outreach Impact

Total Outreach by Location was 836.

Total Outreach by Attendance was 3,519,526 persons.
# HAA Outreach Impact (Locations)

<table>
<thead>
<tr>
<th>Location</th>
<th>Number of Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>District A</td>
<td>39</td>
</tr>
<tr>
<td>District B</td>
<td>65</td>
</tr>
<tr>
<td>District C</td>
<td>167</td>
</tr>
<tr>
<td>District D</td>
<td>154</td>
</tr>
<tr>
<td>District E</td>
<td>41</td>
</tr>
<tr>
<td>District F</td>
<td>25</td>
</tr>
<tr>
<td>District G</td>
<td>52</td>
</tr>
<tr>
<td>District H</td>
<td>90</td>
</tr>
<tr>
<td>District I</td>
<td>127</td>
</tr>
<tr>
<td>District J</td>
<td>41</td>
</tr>
<tr>
<td>District K</td>
<td>23</td>
</tr>
<tr>
<td>Harris County</td>
<td>12</td>
</tr>
</tbody>
</table>

Total Outreach by Number of Locations in City of Houston (per Council District) and Harris County.
HAA Locations Chart

Total Outreach by Number of Locations
Illustrated by Column Chart

<table>
<thead>
<tr>
<th>District</th>
<th>Location Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>District A</td>
<td>39</td>
</tr>
<tr>
<td>District B</td>
<td>65</td>
</tr>
<tr>
<td>District C</td>
<td>167</td>
</tr>
<tr>
<td>District D</td>
<td>154</td>
</tr>
<tr>
<td>District E</td>
<td>41</td>
</tr>
<tr>
<td>District F</td>
<td>25</td>
</tr>
<tr>
<td>District G</td>
<td>52</td>
</tr>
<tr>
<td>District H</td>
<td>90</td>
</tr>
<tr>
<td>District I</td>
<td>127</td>
</tr>
<tr>
<td>District J</td>
<td>41</td>
</tr>
<tr>
<td>District K</td>
<td>23</td>
</tr>
<tr>
<td>Harris County</td>
<td>12</td>
</tr>
</tbody>
</table>
HAA Outreach Impact (Attendance)

Total Estimated Outreach by Attendance in City of Houston (per Council District) and Harris County

District A = 175,976
District B = 281,562
District C = 703,905
District D = 633,515
District E = 175,976
District F = 105,586
District G = 211,171
District H = 387,147
District I = 527,929
District J = 175,976
District K = 105,586
Harris County = 35,195
HAA Attendance Chart

Total Estimated Outreach by Attendance
Illustrated by Column Chart

![Column Chart Image]
# HAA Outreach Impact (Percentage)

**Total Outreach by Percentage in City of Houston (per Council District) and Harris County**

<table>
<thead>
<tr>
<th>District</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>District A</td>
<td>5%</td>
</tr>
<tr>
<td>District B</td>
<td>8%</td>
</tr>
<tr>
<td>District C</td>
<td>20%</td>
</tr>
<tr>
<td>District D</td>
<td>18%</td>
</tr>
<tr>
<td>District E</td>
<td>5%</td>
</tr>
<tr>
<td>District F</td>
<td>3%</td>
</tr>
<tr>
<td>District G</td>
<td>6%</td>
</tr>
<tr>
<td>District H</td>
<td>11%</td>
</tr>
<tr>
<td>District I</td>
<td>15%</td>
</tr>
<tr>
<td>District J</td>
<td>5%</td>
</tr>
<tr>
<td>District K</td>
<td>3%</td>
</tr>
<tr>
<td>Harris County</td>
<td>1%</td>
</tr>
</tbody>
</table>
HAA Percentage Chart

Total Outreach by Percentage Illustrated by Pie Chart
HAA Summary

• Outreach was present and active in all Council Districts and in Harris County.
• The relative average was 8%.
• All districts were within 3% of the relative average.
• 99% of outreach was within the City of Houston.
• 1% of outreach was outside of Houston but in Harris County (utilizing Texas Commission on the Arts funding).
• Two districts (F, K) were underrepresented, and three districts (C, D, I) were overrepresented (more than 3% difference of the relative average).
About Houston Theater District

- Houston Theater District (HTD) is located in downtown Houston, and is comprised of four performing arts venues – Alley Theatre, the Hobby Center for the Performing Arts, Jones Hall, and Wortham Theater Center.
- The area has nearly 13,000 seats in the concentrated downtown area.
- For the purposes of this study, HTD is comprised of seven resident performing arts companies.
Houston Theater District Data

• This comprehensive summary report contains analytical data provided by each of the member institutions for FY 2013 or calendar year 2013.

• All organizations reported outreach by total number of persons affected, known as attendance, by Council District or corresponding zip code.
HTD Participating Institutions

Alley Theatre
Da Camera of Houston
Houston Ballet
Houston Grand Opera
Houston Symphony
Society for the Performing Arts
Theatre Under The Stars
HTD Outreach Impact

Total Outreach by Location was 1,898.

Total Outreach by Attendance was 278,126 persons.
## HTD Outreach Impact (Locations)

Total Outreach by Number of Locations in City of Houston (per Council District) and Harris County

<table>
<thead>
<tr>
<th>District</th>
<th>Total Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>209</td>
</tr>
<tr>
<td>B</td>
<td>76</td>
</tr>
<tr>
<td>C</td>
<td>303</td>
</tr>
<tr>
<td>D</td>
<td>171</td>
</tr>
<tr>
<td>E</td>
<td>133</td>
</tr>
<tr>
<td>F</td>
<td>95</td>
</tr>
<tr>
<td>G</td>
<td>133</td>
</tr>
<tr>
<td>H</td>
<td>171</td>
</tr>
<tr>
<td>I</td>
<td>209</td>
</tr>
<tr>
<td>J</td>
<td>57</td>
</tr>
<tr>
<td>K</td>
<td>189</td>
</tr>
<tr>
<td>Harris County</td>
<td>152</td>
</tr>
</tbody>
</table>
HTD Locations Chart

Total Outreach by Number of Locations
Illustrated by Column Chart

![Column Chart Image]
# HTD Outreach Impact (Attendance)

Total Estimated Outreach by Attendance in City of Houston (per Council District) and Harris County

<table>
<thead>
<tr>
<th>District</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>30,594</td>
</tr>
<tr>
<td>B</td>
<td>11,126</td>
</tr>
<tr>
<td>C</td>
<td>44,500</td>
</tr>
<tr>
<td>D</td>
<td>25,031</td>
</tr>
<tr>
<td>E</td>
<td>19,469</td>
</tr>
<tr>
<td>F</td>
<td>13,906</td>
</tr>
<tr>
<td>G</td>
<td>19,469</td>
</tr>
<tr>
<td>H</td>
<td>25,031</td>
</tr>
<tr>
<td>I</td>
<td>30,594</td>
</tr>
<tr>
<td>J</td>
<td>8,344</td>
</tr>
<tr>
<td>K</td>
<td>27,812</td>
</tr>
</tbody>
</table>

Harris County = 22,250
HTD Attendance Chart

Total Estimated Outreach by Attendance
Illustrated by Column Chart

THEATER DISTRICT
HTD Outreach Impact (Percentage)

Total Outreach by Percentage in City of Houston (per Council District) and Harris County

District A = 11%  
District B = 4%  
District C = 16%  
District D = 9%  
District E = 7%  
District F = 5%  
District G = 7%  
District H = 9%  
District I = 11%  
District J = 3%  
District K = 10%  
Harris County = 8%
HTD Percentage Chart

Total Outreach by Percentage
Illustrated by Pie Chart

[Pie chart showing percentage distribution by district, with labels and colors for each district.]

THEATER DISTRICT
HTD Summary

- Outreach was present and active in all Council Districts and in Harris County.
- The relative average was 8%. Harris county was equal. Six districts (A, C, D, H, I, K) were above, and five districts (B, E, F, G, J) were below the relative average.
- All districts were within 3% of the relative.
- 92% of outreach was within the City of Houston. 8% of outreach was outside of Houston but in Harris County.
- Two districts (B, J) were underrepresented, and one district (C) was overrepresented (more than 3% difference of the relative average).
About Houston Museum District

• The Houston Museum District (HMD) is comprised of 19 museums and cultural centers located within a 1.5 mile radius of the Mecom Fountain in Hermann Park.

• Of the 19 institutions, 13 are funded by direct distribution from the City of Houston. The remaining six are funded by grants through the Houston Arts Alliance.

• For the purposes of this study and to eliminate duplication, HMD is comprised of cultural institutions.

• An addendum report which includes all 19 institutions in the HMD footprint is attached.
HMDA Data

- This comprehensive summary report contains analytical data provided by the Houston Museum District organizations for either FY2013 or calendar year 2013.

- 11 organizations submitted reports with data analyzed and compiled.

- All organizations reported outreach by total number of persons affected, known as attendance, by Council District or corresponding zip code.
HMD Participating Institutions

- Children's Museum of Houston
- Contemporary Arts Museum Houston
- Holocaust Museum Houston
- Houston Museum of Natural Science
- Houston Zoo, Inc.
- The Health Museum
- The Jung Center of Houston
- Lawndale Art Center
- The Menil Collection
- The Museum of Fine Arts, Houston
- Rice University Art Gallery
HMD Outreach Impact

Total Outreach by Location was 4,330.

Total Outreach by Attendance was 1,754,628 persons.
# HMD Outreach Impact (Locations)

Total Outreach by Number of Locations in City of Houston (per Council District) and Harris County

<table>
<thead>
<tr>
<th>District</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>District A</td>
<td>309</td>
</tr>
<tr>
<td>District B</td>
<td>396</td>
</tr>
<tr>
<td>District C</td>
<td>522</td>
</tr>
<tr>
<td>District D</td>
<td>700</td>
</tr>
<tr>
<td>District E</td>
<td>176</td>
</tr>
<tr>
<td>District F</td>
<td>220</td>
</tr>
<tr>
<td>District G</td>
<td>261</td>
</tr>
<tr>
<td>District H</td>
<td>349</td>
</tr>
<tr>
<td>District I</td>
<td>437</td>
</tr>
<tr>
<td>District J</td>
<td>264</td>
</tr>
<tr>
<td>District K</td>
<td>132</td>
</tr>
<tr>
<td>Harris County</td>
<td>530</td>
</tr>
</tbody>
</table>
HMD Locations Chart

Total Outreach by Number of Locations
Illustrated by Column Chart
HMD Outreach Impact (Attendance)

Total Estimated Outreach by Attendance in City of Houston (per Council District) and Harris County

District A = 126,206
District B = 161,739
District C = 213,202
District D = 285,903
District E = 71,884
District F = 89,855
District G = 106,601
District H = 142,543
District I = 178,485
District J = 107,826
District K = 53,913
Harris County = 216,469
HMD Attendance Chart

Total Estimated Outreach by Attendance
Illustrated by Column Chart
HMD Outreach Impact (Percentage)

Total Outreach by Percentage in City of Houston (per Council District) and Harris County

District A = 7%  
District B = 9%  
District C = 12%  
District D = 16%  
District E = 4%  
District F = 5%  
District G = 6%  
District H = 8%  
District I = 10%  
District J = 6%  
District K = 3%  
Harris County = 13%
HMD Percentage Chart

Total Outreach by Percentage by Location Illustrated by Pie Chart
HMD Summary

- Outreach was present and active in all Council Districts and in Harris County.
- The relative average was 8%. One district (H) was equal, four districts (B, C, D, I) and Harris County were above, and six districts (A, E, F, G, J, K) were below the relative average.
- All districts were within 3% of the relative average with two districts (A, B) within 1%, three districts (G, I, J) within 2%, and one district (F) within 3% of the relative average.
- 87% of outreach was within the City of Houston, and 13% of outreach was outside a designated Council District but within Harris County.
- Two districts (E, K) were underrepresented, and two districts (C, D) were overrepresented (more than 3% difference of the relative average).
Recommendations

• This outreach report should be completed every two years, opposite the City of Houston Election cycle and made public to all stakeholders.

• Houston Arts Alliance currently utilizes a standard reporting tool for all grantees.

• Moving forward, all three entities should utilize a common, standardized reporting tool.
Houston City Council

District A – Brenda Stardig
District B – Jerry David
District C – Ellen Cohen
District D – Dwight Boykins
District E – David Martin
District F – Richard Nguyen
District G – Oliver Pennington
District H – Ed Gonzalez
District I – Robert Gallegos
District J – Mike Laster
District K – Larry Green
Addendum

Houston Museum District with 19 institutions
Houston Museum District

Analytical Data Report
About Houston Museum District

• The Houston Museum District is comprised of 19 museums and cultural centers located within 1.5 mile radius of the Mecom Fountain in Hermann Park.

• Of the 19 institutions, 13 are funded by direct distribution from the City of Houston. The remaining six are funded by grants through the Houston Arts Alliance.
HMDA Data

• This comprehensive summary report contains analytical data provided by the Houston Museum District from respective member institutions for either the FY2013 or calendar year 2013.

• 17 organizations submitted reports with data analyzed and compiled.

• All organizations reported outreach by total number of persons affected, known as attendance, by Council District or corresponding zip code.
Participating Institutions

Asia Society Texas Center*
Buffalo Soldiers National Museum*
Children's Museum of Houston
Contemporary Arts Museum Houston
DiverseWorks*
Holocaust Museum Houston
Houston Center for Contemporary Craft*
Houston Center for Photography*

Please note:
The outreach information for six entities, (Asia Society Texas Center, Buffalo Soldiers National Museum, DiverseWorks, Houston Center for Contemporary Craft, Houston Center for Photography, The Rothko Chapel) appear in both the Museum District and Houston Arts Alliance outreach figures. These six institutions, while in the footprint of the Museum district, are HAA grantee organizations.
HMD Outreach Impact

Total Outreach by Location was 4,330.

Total Outreach by Attendance was 1,801,092 persons.
**HMD Outreach Impact (Locations)**

Total Outreach by Number of Locations in City of Houston (per Council District) and Harris County

<table>
<thead>
<tr>
<th>District</th>
<th>Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>District A</td>
<td>309</td>
</tr>
<tr>
<td>District B</td>
<td>398</td>
</tr>
<tr>
<td>District C</td>
<td>530</td>
</tr>
<tr>
<td>District D</td>
<td>707</td>
</tr>
<tr>
<td>District E</td>
<td>177</td>
</tr>
<tr>
<td>District F</td>
<td>221</td>
</tr>
<tr>
<td>District G</td>
<td>265</td>
</tr>
<tr>
<td>District H</td>
<td>353</td>
</tr>
<tr>
<td>District I</td>
<td>442</td>
</tr>
<tr>
<td>District J</td>
<td>265</td>
</tr>
<tr>
<td>District K</td>
<td>133</td>
</tr>
<tr>
<td>Harris County</td>
<td>530</td>
</tr>
</tbody>
</table>
HMD Locations Chart

Total Outreach by Number of Locations
Illustrated by Column Chart
HMD Outreach Impact (Attendance)

Total Estimated Outreach by Attendance in City of Houston (per Council District) and Harris County

District A = 126,076
District B = 162,098
District C = 216,131
District D = 288,174
District E = 72,044
District F = 90,055
District G = 108,066
District H = 144,087
District I = 180,109
District J = 108,066
District K = 54,033
Harris County = 234,142
HMD Attendance Chart

Total Estimated Outreach by Percentage Illustrated by Column Chart
HMD Outreach Impact (Percentage)

Total Outreach by Percentage in
City of Houston (per Council District) and Harris County

District A = 7%  District G = 6%
District B = 9%  District H = 8%
District C = 12% District I = 10%
District D = 16% District J = 6%
District E = 4%  District K = 3%
District F = 5%  Harris County = 13%
HMD Percentage Chart

Total Outreach by Percentage
Illustrated by Pie Chart

- District A: 6%
- District B: 3%
- District C: 10%
- District D: 12%
- District E: 8%
- District F: 5%
- District G: 7%
- District H: 4%
- District I: 9%
- District J: 13%
- Harris County: 17%
HMD Summary

• Outreach was present and active in all Council Districts and in Harris County
• The relative average was 8%. One district (H) was equal, four districts (B, C, D, I) and Harris County were above, and six districts (A, E, F, G, J, K) were below the relative average
• All districts were within 3% of the relative average
• 87% of outreach was within the City of Houston, and 13% of outreach was outside Houston but within Harris County
• Two districts (E, K) were underrepresented, and two districts (C, D) were overrepresented (more than 3% difference of the relative average)