

HOUSTON ARTS ALLIANCE

Houston Arts Alliance exists to enhance the quality of life and tourism in the Houston region by supporting and promoting the arts through programs, initiatives and alliances.

2016 OBJECTIVES

- Award approximately 225 grants through competitive review process. Categories are: *general operating/expansion; project; Council District project; individual artist; capacity building; marketing; and city initiative*. Strive to provide funding in all Council districts, reflective of geographic, cultural and ethnic diversity.
- Build the capacity of Houston's small- and mid-sized arts/culture organizations by providing programs and services that strengthen administrative expertise, expand and diversify audiences, and enhance tourism.
- Using the City's cultural plan, assess impact of Capacity Building and Grant Programs. Measure economic impact of the non-profit arts sector through field assessment.

STRATEGIES

- Manage applications for more than 250 applicants. Conduct 12 application workshops. Coordinate 15 review panels, utilizing 70 panelists, identified through an open call, and invited based on discipline, expertise, and diversity by age, gender, ethnicity, etc. Applications are reviewed in panel, where leadership from approximately 50% of applicant organizations attend and demonstrate capacity. Review criteria include artistic/cultural merit; community outreach; cultural tourism impact, board diversity and administrative ability. Grant amounts are calculated based on budget size and panel score. To encourage the largest number of awards, maximum eligibility award amount decreases as the size of the budget increases. Eligible culturally-specific organizations receive general operating expansion grants, which allow for a larger grant. Convene monthly meetings of Grants Committee to review policies/procedures, city initiative applications and panel recommendations.
- Administer HAA's Arts Incubator, a 3-year resident program for 5 artistically-promising organizations. Conduct 12 board/staff training sessions in financial and software management, fundraising, strategic planning and audience development. Coordinate 15 expert-lead workshops in board leadership, financial literacy, arts marketing, strategic planning and professional development.
- Convene Capacity Building Committee. Commission outside assessment for long-term impact recommend revised metrics. Utilize Grants Committee to review Grant Program for priorities for use of HOT grants. Coordinate research for national arts & economic impact study, in partnership with Americans for the Arts. Gather at least 1600 audience surveys from 90 events.

ACTION PLANS

- Provide to 225 active grantees. Monitor quarterly reports and disseminate quarterly payments, and monitor extensive final reports. Conduct one-on-one meetings with grantees as necessary. Conduct at least 3 Council District-based workshops to encourage diversity in application pool and communitywide impact.
- Administer final year of resident incubator program, including final assessment of participants by end of third quarter. Assist in locating new office spaces, etc. Garner Board approval of new 3-year class of incubator organizations by end of third quarter for start in 4th quarter calendar year.
- Deliver Capacity Building assessment and Grants Program category review/recommendations to HAA Board/Executive Committee by 4th quarter. Produce 400 surveys quarterly, for completion by end of 4th quarter.